



**ADVANCING  
PERFORMANCE  
TOGETHER**



A man with grey hair, wearing a green vest over a blue plaid shirt and blue gloves, is pointing at a tablet held by another person. The background shows a farm setting with cows in stalls. A blue text box is overlaid on the right side of the image.

**Zinpro is More  
Than Minerals.  
So Let's Do  
More Together.**

## **We Help Animals and People Achieve Better Health and Wellbeing**

At Zinpro, that starts with providing exceptional nutrition with the best and most effective trace minerals. Then, it expands beyond that to address the bigger picture — with comprehensive solutions, tools and resources that drive overall health for greater performance and business success.

Through tireless research and committed partnerships, we help our customers maximize results for themselves and their operations.

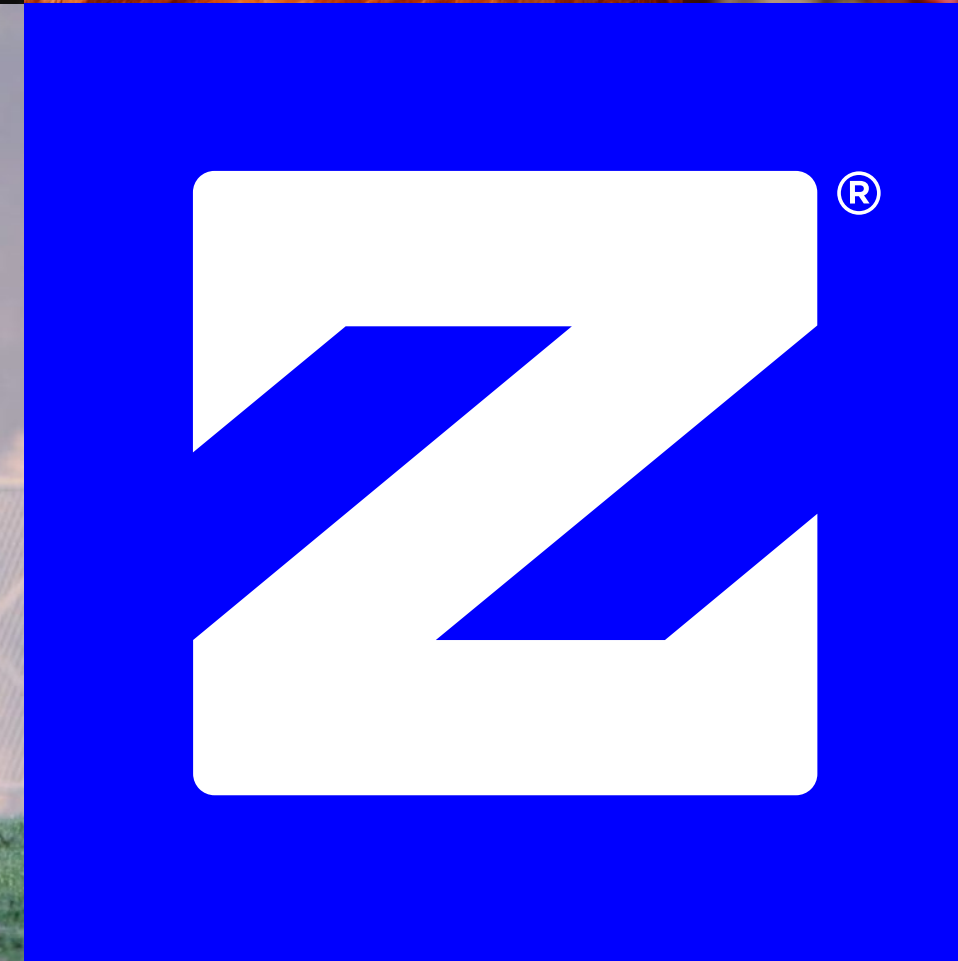
Because we know that when we help animals and people experience better health and wellbeing, we create a healthier, more productive and sustainable world for all.

# Wellbeing Isn't One Thing. **It's Everything.**

It's a simple fact: healthy animals mean healthier business. But there's nothing simple about ensuring the wellbeing of animals. There are many factors that can impact their overall health — from diet, to environment, to biology and more.

## **We Work With Customers to Bring it All Together**

Our team of the industry's top scientists and technical experts work with customers to apply the right solutions for their specific operations — helping them connect all the dots to achieve breakthrough gains in performance.



# More Than Performance Minerals. Performance Solutions.

To help your operation achieve the best outcomes, we have a comprehensive approach to performance that addresses wellbeing and nutrition from all angles.

**Our solutions are focused  
around three core offerings:**

## THE BEST PERFORMANCE SOLUTIONS

A wide range of minerals and supplements with advanced technologies that improve nutrient uptake and absorption for greater performance.

## KNOWLEDGE, TOOLS AND RESOURCES

Based on extensive research, we provide you what you need to better understand everything from lameness prevention to managing inflammation and more.

## EXPERT HELP AND CUSTOMER SERVICE

We go above-and-beyond for customers, working together to tailor solutions for your specific operational needs and business objectives.

# Performance Expertise Across Species



## Dairy

At every stage of life, profitable dairy producers seek to optimize animal wellbeing. From higher quality colostrum to reducing stress and improving hoof health through transition and lactation, Zinpro helps producers deliver on their goals of greater milk production and performance efficiency.



## Beef

To help producers meet their health and performance goals, our beef solutions are designed to unleash their animal's full potential by increasing feed efficiency and mitigating health and stress risks across all key production stages.



## Poultry

A healthy poultry operation starts with making the right decisions to meet our industry demands on farm, at the processing plant and on the supermarket shelf. We work to elevate best practices in mineral nutrition and beyond to help you deliver performance all the way, sharing your goal to supply consumers with quality meat and eggs.



## Swine

Optimizing performance and profitability in swine operations requires the right nutritional solutions throughout the entire production cycle. Zinpro performance technologies support producer goals to raise robust, healthy and profitable pigs.



## Aquaculture

The demands of modern aquaculture require trace mineral supplementation for optimal performance. Zinpro's innovative technologies and solutions improve everything from performance, health and product quality in a sustainable way across a range of species.



## Equine

The performance of your horses depends on a solid nutrition program. Horses have different nutritional needs based on age, activity level, and other factors. Our solutions are specialized for every life stage — making them essential for ensuring optimal health, growth and performance.



## Companion

We believe that our best friends deserve the best nutrition. Giving them full, happy, and healthy lives starts with exceptional trace minerals optimized for every stage of development — improving everything from their immune status and the health of their bones and joints to the condition of their skin and coat.

# Research-Proven Benefits for Next-Level Outcomes

With 275+ peer reviewed articles, everything we offer is firmly based in the latest science.

Through extensive research our solutions have been proven to advance animal wellbeing and maximize genetic potential across species by improving the following key areas:

**BIRTH/HATCH**

**IMMUNITY**

**FEED EFFICIENCY**

**GROWTH**

**HOOF/PAW HEALTH**

**COAT QUALITY AND SKIN INTEGRITY**

**PRODUCTION**

**REPRODUCTION**

When the industry gets better,  
so does the health of both your  
animals and your bottom line.

We're committed to advancing knowledge and practices by sharing everything we've learned so your business can increase productivity, help reduce health related events and vet costs and mitigate risk — raising the bar for production expectations so you can plan for a bigger and bolder future.

## Advancing the Field. Fueling Business Forward.



# Since 1971, Sustainability has Been at the Heart of Our Mission.

We are continually striving to advance the industry toward  
a more sustainable future through these five areas of focus:

## Environmental

Reducing our  
environmental  
footprint

## Technical

Furthering the science  
and knowledge to  
farm sustainably

## Economic

Increased wellness  
leads to growth and  
provides economic  
advantage

## Safety

We continuously  
monitor the safety  
of our employees  
on the job

## Social

Partnering with people  
and sustainability-  
focused organizations  
for a better world

# Reaching for Greater Potential Every Day

As a family-owned company, we're committed to a core set of values that drive and inspire us to do more every day for our employees and customers:

Build Trust

Win Together

Serve Generously

Always Improve

Dream Big

From production animals, to people, to pets, at Zinpro Corporation, we're always striving to provide better nutrition for greater health and wellbeing.

With a passion for innovation and 50+ years of experience, we help the world reach greater potential through advanced understanding, sustainable practices and healthy nutritional solutions.

## ANIMAL DIVISION



Innovative solutions and minerals that advance animal performance.

## HUMAN DIVISION



Concentrated bovine colostrum whey isolate that supports overall gut health and immunity for daily wellbeing.



# Celebrating 50 Years

Then / Now / Forward

50 years is a remarkable achievement. Established in humble roots we’ve grown into a global family business of customers and employees. Today we celebrate this achievement alongside each of you. It is our joy to serve you, those who have a passion for improving the lives of animals and people — allowing each to thrive and live their best life.

You push us to do better and be more. We’ve achieved this milestone through your hard work and dedication. To all of our customers and employees around the world, this anniversary is a celebration of you, and our promise to stay committed to you for the next 50 years and beyond.

## Here’s a brief look back on some of the key milestones we’ve reached over the last half century.

<b>1960</b> Dean Anderson creates his first product at home — realizing his visionary dream to use zinc to improve animal nutrition.	<b>1971</b> Founders Dean and Mary Anderson officially incorporate Zinpro in Excelsior, MN, marketing its first Performance Minerals product: ZINPRO 40 (ZINPRO zinc methionine).	<b>1980</b> Independent research shows that ZINPRO zinc methionine improves hoof conditions in cattle.	<b>1986</b> Zinpro’s first manganese product, MANPRO manganese methionine is introduced.	<b>1992</b> Dean Anderson passes away. His son Michael D. Anderson becomes President and CEO, and the Anderson Foundation is created in recognition of the giving spirit of both Dean and Mary Anderson.	<b>1993</b> Zinpro’s first manufacturing facility is built in Garner, Iowa.	<b>1996</b> On Zinpro’s 25 <sup>th</sup> anniversary Availa is introduced to the world — a first-of-its-kind line of amino acid complexes unlike anything else on the market.	<b>2000</b> Zinpro opens its new headquarters in Eden Prairie, Minn.
<b>2005</b> Zinpro establishes the 5 R’s Performance Mineral criteria: Return, Response, Repeatability, Research and Reassurance.	<b>2015</b> Four new apps launch Zinpro into the smart-device era: <ul style="list-style-type: none"><li>▪ FirstStep® App</li><li>▪ Step-Up® App</li><li>▪ DD Check App</li><li>▪ Equine Nutrition App</li></ul>	<b>2017</b> William Scrimgeour becomes President and CEO, with Rob Sheffer named as COO.	<b>2018</b> ProPath is announced — Zinpro’s most versatile and sustainable Performance Mineral for all species to date.	<b>2020</b> Rob Sheffer becomes President and CEO following William Scrimgeour’s retirement.	<b>2021</b> Zinpro launches a bold rebrand that represents its passion and commitment for the future: <i>Advancing Performance Together</i> .  May 18, 2021, Zinpro celebrates 50 years of business.		

# Join Us in Creating a Healthier, More Sustainable World.

With offices located worldwide and a team that comprises the industry's best technical experts and researchers, we serve customers in over 70 countries to help their businesses thrive.

## 11 Regional Offices



**Connect With a  
Zinpro Expert  
Today to Learn  
How We Can Help  
You Reach Your  
Full Potential**

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