

Building the Future **STARTS HERE**



We want consumers to be happy about the food choices they make.

With so much information available, there can be a lot to process, which can impact perceptions and shape people's preferences.

The marketplace is focused on meeting consumer demands, so they turn to their food production partners to help respond to consumer expectations. We want you to count on us for animal health solutions to address your customers' needs.



The STARTS HERE program was developed to actively support you as the industry addresses retail and consumer needs.

Starting here, starting now, we can answer questions, meet expectations and raise awareness around the important role we both play in raising healthy animals. Together, we can help make sure that everyone has the right information so we all can make informed choices.



MSD
Animal Health

The Science of Healthier Animals®

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A healthy food chain **STARTS HERE**



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Partnership **STARTS HERE**



We share a common goal: Ensuring a safe, sustainable, and affordable food supply to meet the world's demand for animal protein.

At MSD Animal Health, nothing is more important to us than preserving and improving the health and well-being of animals through science.

We understand a healthy, safe food supply affects the welfare of people around the globe. We're aware that the ever-changing trends and expectations of today's marketplace impact your brands, taking constant effort to ensure that families have the information they need to make sound decisions about what they eat.

Our goal is simple – to help raise animals responsibly, ensuring a food supply that we can all feel good about.

As your partners in animal health, we're listening.

We work hard to understand the challenges you face, continuing our legacy as an indispensable partner, working with you to find new and better ways to manage the health and well-being of your stock.

We hear your needs, and the needs of the retail and food service industries. From farm to family – we're with you every step of the way. With your collaboration and insights, we are providing the products, technologies and services that positively impact animal health, and ultimately human health, every day.



Commitment **STARTS HERE**



We are dedicated to raising healthier animals, together. We all share a responsibility for the food chain, and helping you to be successful in the marketplace is our priority.

Our commitment is to be the driving force in the animal protein chain by:



Leading with Prevention

With the most comprehensive vaccine portfolio available, preventing diseases before they become deadly is our biggest priority. We also know that vaccines aren't the only solution, so we are equally committed to other vital prevention strategies including diagnostics, wellness programs and disease surveillance. Keeping animals healthy minimizes the need for treatment. **We are passionate and strive to have the best know-how in research, products and services focused on prevention.**



Innovating with Science

We know today's producers need new and improved solutions, which is why we invest heavily in our state-of-the-art research and development. Our research doesn't just come from our labs – customers like you help identify trends affecting animal health. Your insights help drive our continuous improvement in this area, ensuring food safety, as well as optimizing the natural growth potential of animals. **We work to help create an abundant, affordable global food supply, while respecting natural resources.**



Advancing Well-Being

Animal well-being inspires everything we do. From pioneering new products and delivery methods to helping our customers optimize their management strategies, we develop industry-leading approaches that improve the comfort and care of all major livestock species. We share the responsibility that animals that feed us should be raised in comfort, free of disease, stress and pain. Our science and expertise delivers that. **We believe that doing what is better for animals is better for all of us.**

