



THE CONNECTOR

DECEMBER 2024

Welcome to **The Connector**. Fetching the freshest animal health news.



3 Things You Need to Know



Act now—The Gathering at VMX is your chance to connect with top industry leaders and innovators. Don't miss it.

Join us at The Gathering at VMX on Sunday, January 26, from 3–4:30 p.m. Connect with peers, celebrate in style, and create lasting relationships. Reserve your spot today!

[DON'T MISS OUT](#)



The 2025 Animal Health Summit is now accepting applications for Emerging Companies!

The Animal Health Summit is the ultimate stage for groundbreaking companies in animal health, nutrition, diagnostics, and technology. If you're pushing the boundaries in areas like companion animal care, AgTech, food animal production, or diagnostics, this is your moment to shine. Connect with investors and strategic partners who are actively seeking the next wave of innovation and game-changing solutions. Don't miss the chance to showcase your vision to a global audience ready to fuel your success.

[APPLY TODAY](#)



The 14th Annual Animalytix Market Update is Coming.

Happening February 13 from 10:00–11:30 a.m. CST via Zoom, this update will provide a detailed analysis of key market segments in the animal health industry, with a focus on the veterinary sector's performance across major metro markets and practice types.

Proceeds from registration will benefit the **2025 Spirit of Service** award recipients, supporting non-profit organizations dedicated to the human-animal bond. Over the past nine years, this event has raised nearly \$250,000 for 14 organizations, and we look forward to your continued support in this important cause.

[REGISTER NOW](#)



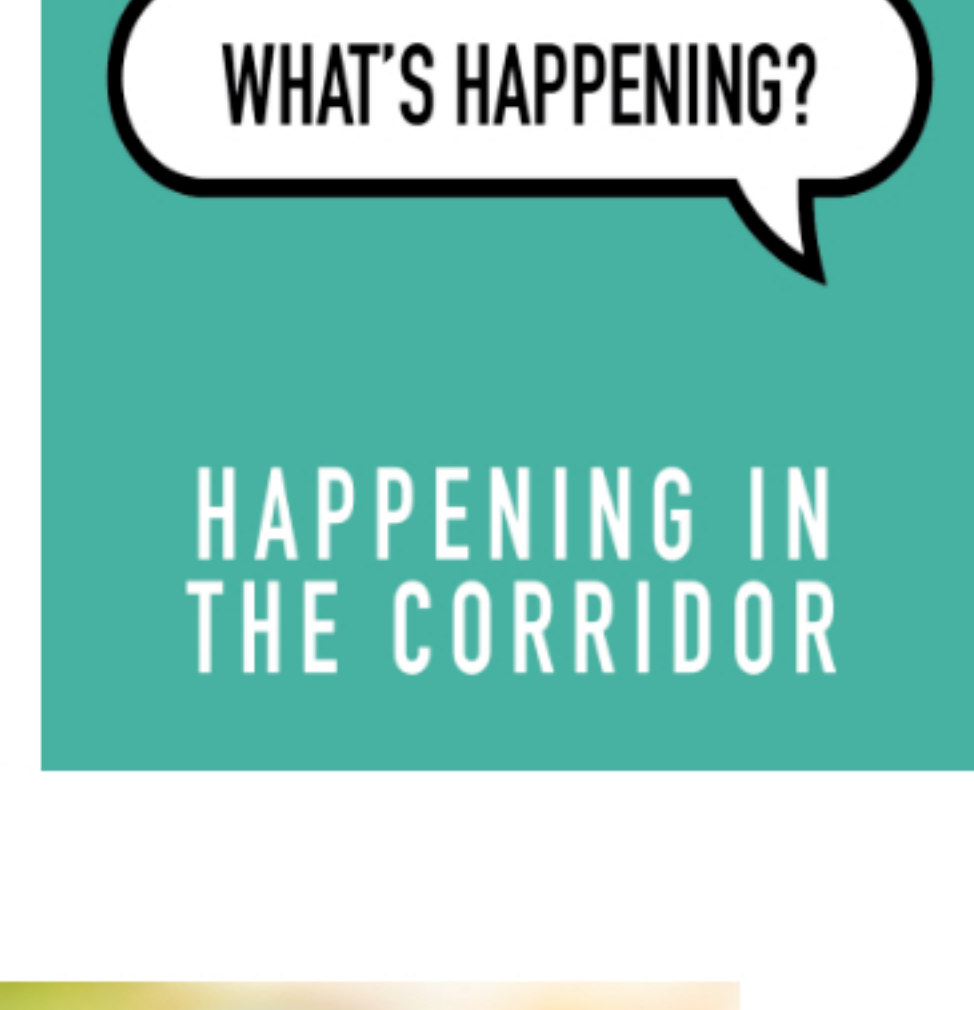
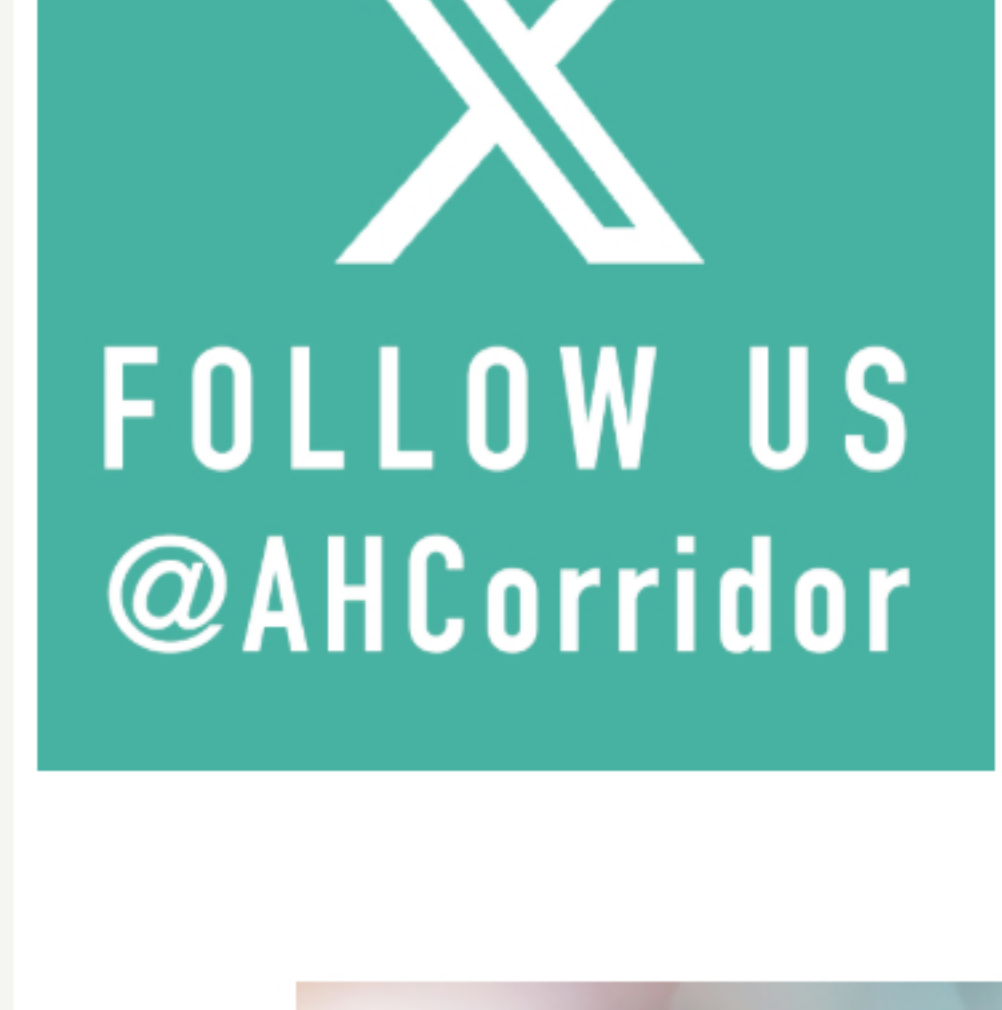
Building the Future of Animal Health by Attracting the Next Generation

To continue to advance and grow our important industry, we must entice the young and incoming workforce to join our efforts. That is not as easy as it may seem, due to a narrow mindset of what career paths are available in the animal health industry. But we have a plan. Read this month's blog to see how the Animal Health Corridor will tackle this challenge.

[READ FULL BLOG](#)

INDUSTRY NEWS

- LoftyLoo has been awarded Best Cat Litter Box of 2024**
- Boehringer Ingelheim launches VETMEDIN® Solution (pimobendan oral solution), first oral solution approved by the FDA for congestive heart failure in dogs**
- Why pet owners abandon raw meat-based diets and the role of expert formulators**
- Vytelle ranked number 392 fastest-growing company in North America on the 2024 Deloitte Technology Fast 500™**
- Cherry Tree & Associates publish their Q3 2024 Animal Health CEO Summary**
- Ceva officially launches its latest innovation for poultry broiler production - Ceva Genesys**
- How Mizzou veterinarians helped an agility dog compete again**
- Argenta appoints Terry Jackson as Global Head of Quality Assurance and Regulatory Affairs**
- FDA approves Merck dewormer for backyard chickens**
- General Mills announces acquisition of Whitebridge Pet Brands' North American premium cat feeding and pet treating business**
- Elanco strengthens board of directors with addition of Stacey Ma**
- Merck Animal Health announces FDA approval of SAFE-GUARD® AQUASOL (fenbendazole oral suspension) for use in backyard chicken flocks**
- NBAF has launched a new, quarterly newsletter to share news and updates in their mission to protect the nation's agricultural interests**
- Animal Health International inks lease at Liberty Heartland Logistics Center in metro Kansas City**
- K-State veterinarian shares tips to keep your pets safe and less stressed this holiday season**



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Emily McVey
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