



FEBRUARY 2025

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



Important Things You Need to Know



Ceres Tag Chooses Kansas City for North American HQ, Bringing Cutting-Edge Animal Health Tech to the U.S.

Australian animal health tech leader **Ceres Tag** is setting up its North American headquarters in Overland Park, Kansas. Known for its direct-to-satellite animal monitoring technology, Ceres Tag is revolutionizing the industry with solar-powered smart sensors that track livestock and wildlife in real-time. The move strengthens the KC Animal Health Corridor and solidifies the region's status as the global hub for animal health innovation.

[LEARN MORE](#)



Animal Health Summit Spirit of Service Video Wins Big!

Our 2024 Spirit of Service video featuring **Inclusion Connections – PawsAbilities** took home Best of Show (Nonprofit) at the VETTY Awards@!

Huge thanks to **JNA Advertising** for helping us spotlight this incredible organization and the lives they're transforming. This win isn't just ours—it's for the paws!

[ALL VETTY WINNERS](#)



Honor the Best in Animal Health—Nominations Now Open!

The 2025 **Spirit of Service** and **Iron Paw** awards from the KC Animal Health Corridor recognize the game-changers shaping our industry. Spirit of Service honors those elevating the human-animal bond, while Iron Paw celebrates powerhouse contributors across academia, research, industry, and government.

Know someone making an impact? Nominate your champions today.

[SPIRIT OF SERVICE](#)

[IRON PAW](#)



Emerging Companies: Step Up. Stand Out. Apply Now for the 2025 Animal Health Summit.

The future of animal health is being rewritten—are you leading the charge?

At The Summit, groundbreaking ideas meet the investors and industry leaders who can bring them to life. From cutting-edge pet care and AgTech to food production and diagnostics, this is where innovation turns into impact.

Don't just imagine the future—create it. Seize your moment. Own the stage.

[APPLY TODAY](#)



Share the Love: Supporting Innovation in Animal Health

The road to innovation in our industry isn't easy. But you can help those trying to bring new solutions to our field in more ways than one. Learn how you can guide and enrich the efforts of entrepreneurs in our industry in this month's Corridor Conversations.

[READ FULL BLOG](#)

INDUSTRY NEWS

AAFCO approves a proposal from K-State Olathe to provide the scientific review for a new animal food ingredient submission pathway.

Akston named Best Start-Up at the 2024 S&P Global Animal Health Awards.

BRAVECTO® (fluralaner) named official and exclusive Flea and Tick Sponsor of the 149th Annual Westminster Kennel Club Dog Show.

Feather in Her Cap Association Announced 2025 Winners for Outstanding Achievements in Animal Health Industry.

S&A wins second straight VETTY Grand Prize Award—amassing 15 total honors.

Elanco says Credelio Quattro chewable tablets are now available.

FDA is seeking comments on innovation in animal health products.

Revelation Pharma launches Revelation Animal Health.

The Committee on Veterinary Technician Education and Activities is accepting public comments on proposed changes to educational standards for accredited veterinary technology education programs.

Lallemand Animal Nutrition awards \$14,000 in scholarships.

Virbac: Strong annual revenue growth of +13.6% supported by dynamic organic growth and the strategic contribution of our acquisitions.

Parnell launches generic propofol injectable emulsion for dog.

Vetigenics secures \$6 million seed financing, sees meaningful clinical progress.

Merck Animal Health, VBMA partner for inaugural business simulation challenge.

Purina Awards \$125,000 to Five U.S.-Based Pet Startups through 2025 Pet Care Innovation Prize.

Veeva and Zifo partner to accelerate quality control modernization.

K-State Olathe provides advanced manufacturing short courses to meet industry demand for trainings.

Husch Blackwell holds top spot on ABA Health Law Section's Top 10 List.

Inaugural director named for Mizzou's Johnny Morris Institute of Fisheries, Wetlands & Aquatic Systems.

Fear Free® expands reach with the launch of Emergency & Urgent Care Veterinary Practice Certification.

Merck Animal Health wins 2024 S&P Global Award for Best New Companion Animal Product.

Algae: A rising star in pet nutrition.

X
FOLLOW US
@AHCORRIDOR

SAVE THE DATE:
2025 ANIMAL
HEALTH SUMMIT
AUGUST 25-26

WHAT'S HAPPENING?
HAPPENING IN
THE CORRIDOR



Kimberly Young

President



Emily McVey

Vice President

