

50
Years

Celebrating 50 Years of Business

Then. **Now. Forward.**



50
Years

BUILDING THE FOUNDATION

You do not simply arrive at 50 years in business through good fortune or simple longevity. Reaching that milestone takes a commitment to doing what is right. It takes the perfect blend of people, products, vision and innovation. We have built a business and brand on a solid handshake, backed by proven science and an unwavering mission of sustainability and solutions that create a healthier, better world for all. Then. Now. Forward. This is our story, and **our story starts here...**

1960

Dean Anderson creates his first product at home.

1971

Founders Dean and Mary Anderson officially incorporate Zinpro.

“50 Years is a remarkable achievement. Our commitment to research proven solutions has helped us build trust with customers across the globe.”

— Rob Sheffer
President and CEO, Zinpro

SCAN THE CODE TO SEE THE STORY OF
ZINPRO'S FIRST 50 YEARS.





More Than Minerals

At Zinpro, we have built our foundation on providing exceptional nutrition with the best, most effective trace minerals, but that's only part of what we offer.

From the start, our solutions have been focused around three core offerings:

The best performance solutions. Advanced technologies ensure improved nutrient uptake and absorption for greater performance and wellbeing.

Understanding across a breadth of issues. We are constantly in learning mode. Through extensive trials and research, we always advance our understanding of a breadth of issues related to animal health.

Expert help and customer service. Our deep commitment to building partnerships means we go above and beyond for customers, tailoring solutions for operational needs and business objectives.

1980

Independent research shows that Zinpro products improve hoof conditions in cattle.

1986

Zinpro's first manganese product, MANPRO®, is introduced.

1993

Zinpro's first manufacturing facility is built in Garner, Iowa.

1996

On Zinpro's 25th anniversary Availa® is introduced to the world.

Focus that Drives Sustainability

For us, sustainability isn't a buzzword; it's a passion. At Zinpro, that's what drives us in every way, from extensive research to deeper partnerships to profound innovation. Sustainability leads to healthy animals, healthy businesses and a healthy world.

From diet to environment, applying sustainability as the framework for comprehensive solutions doesn't just maximize results—it creates breakthroughs that benefit all of us.

Creating an effective, sustainable, industry-leading company comes from focusing on five major areas that fosters innovation:

Economic: We invest in the power of nutrition to improve economic returns for those who proudly feed the world.

Technical: Grounded in research, we continue to tirelessly collaborate to achieve better nutrition for a more sustainable world.

Safety: Continuously monitor and enhance employee safety.

Environmental: A steadfast quest to boost manufacturing efficiency, conserve resources and improve environmental stewardship.

Social: We share knowledge and back meaningful causes through charitable contributions, community service, education and research.

2000

Zinpro opens its new global headquarters in Eden Prairie, Minnesota.

2005

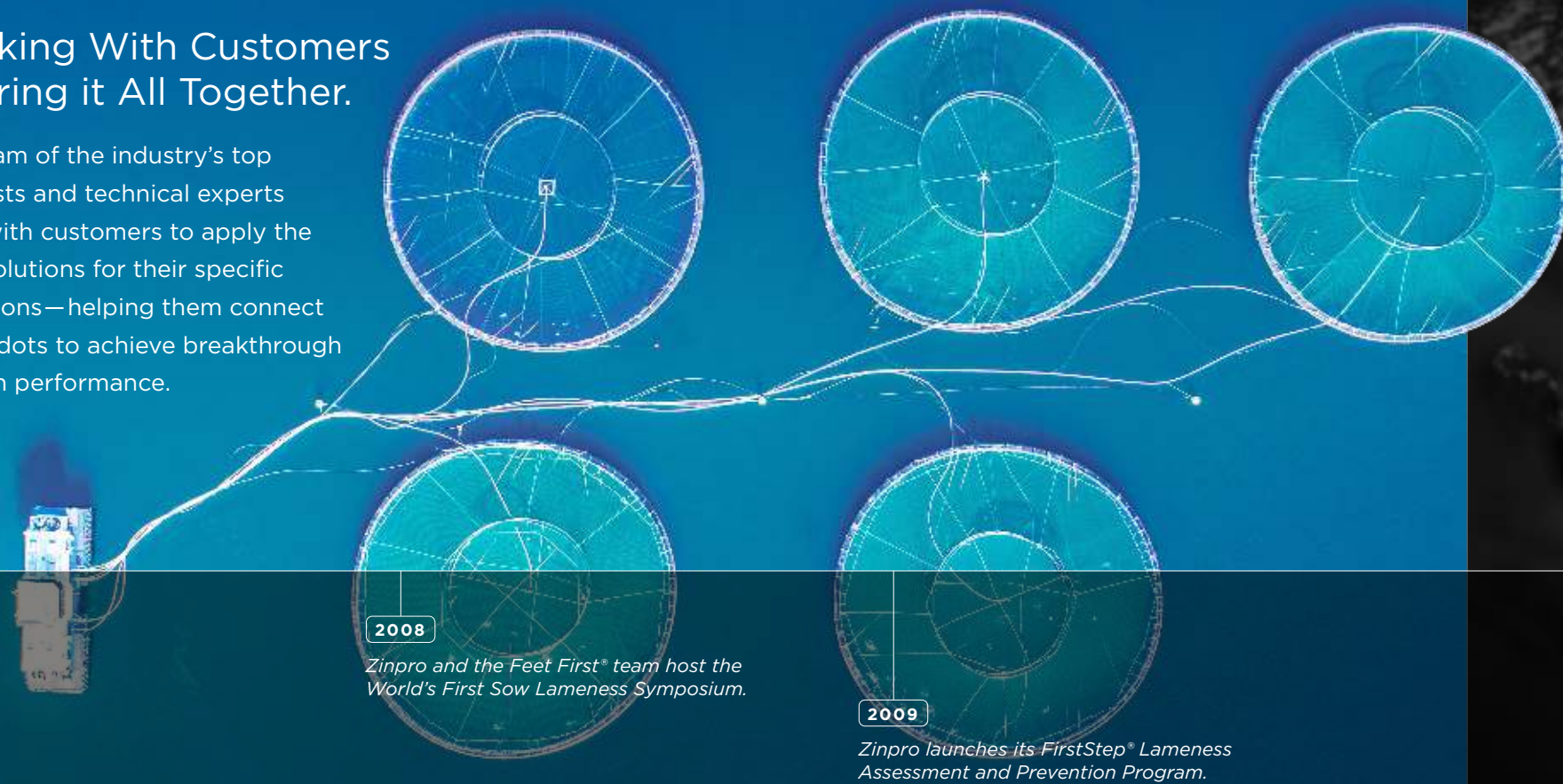
Zinpro establishes the 5 R's Performance Mineral criteria: Return, Response, Repeatability, Research and Reassurance.

2008

Zinpro completes an expansion to its Garner, Iowa manufacturing facility.

Working 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.



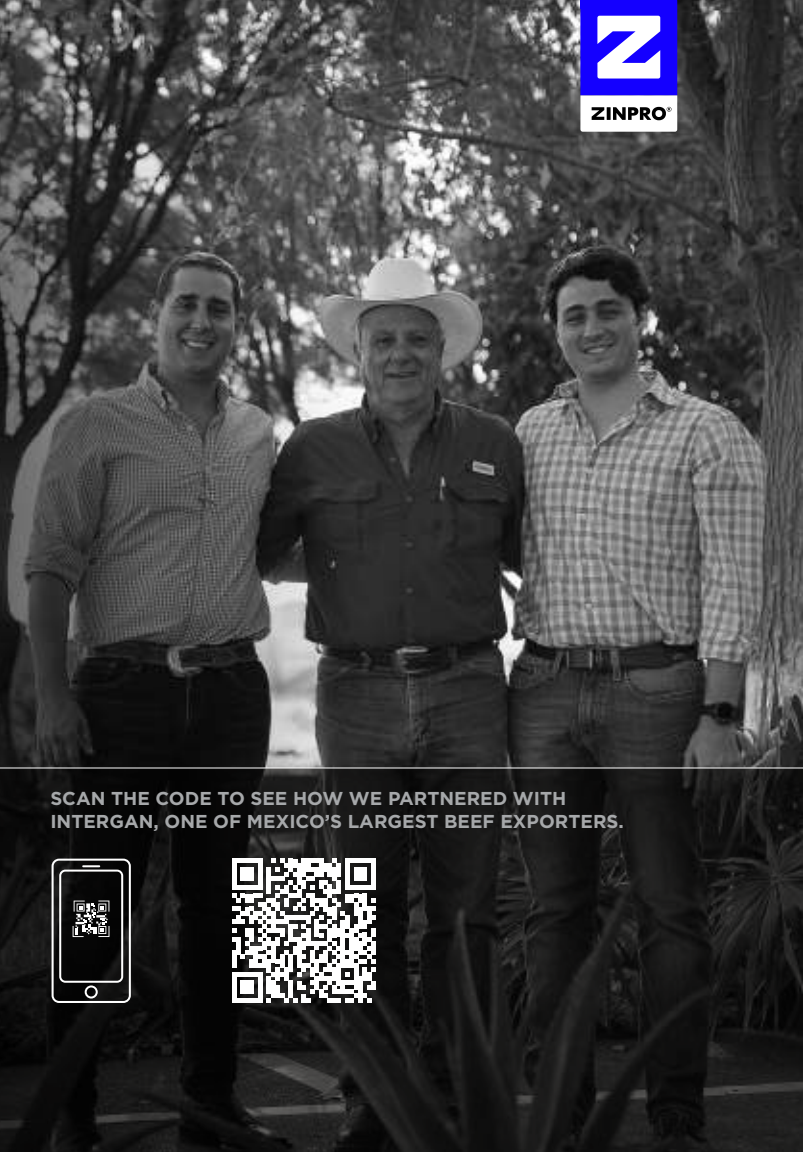
“Since we started with Zinpro, the only thing I have is peace. I’m very pleased that Zinpro is with us, trying to help us, and trying to get the best out of what we’re doing.”

— Juan José Cordoba Herrero
President, Intergan Group

2011

Zinpro/Schugel Veterinarian Scholarship is established with the University of Minnesota College of Veterinarian Medicine.

SCAN THE CODE TO SEE HOW WE PARTNERED WITH INTERGAN, ONE OF MEXICO'S LARGEST BEEF EXPORTERS.





Performance Expertise Across Species

For optimal health, every species requires a unique approach, which is why we tailor strategies and products to meet their distinct needs. Solutions for ruminants and poultry, to swine, horses, cats and dogs, aquaculture and more.

Dairy: From higher quality colostrum and increased milk production, to greater weaning weights, reduced stress and improved hoof health, we help producers increase production and efficiency.

Beef: With increased feed efficiency, fewer health issues and less stress across all key production stages, we help producers meet their goals.

Poultry: By elevating best practices in poultry nutrition, we deliver performance that leads to safer and higher quality meat and eggs.

2013

Zinpro introduces Step-Up® Management Program.

2015

Four new apps launch Zinpro into the smart-device era: FirstStep® App, Step-Up® App, DD Check, Equine Nutrition App.

2017

Zinpro announces William Scrimgeour as the company's next president and CEO.





2018

Zinpro acquires two leading companies in water-soluble animal nutrition and nutrition support products establishing the Zinpro Specialty Products division.

2018

ProPath[®] Zinpro's most versatile and sustainable Performance Mineral for all species, is announced.



2019

Zinpro surpasses 250 peer-reviewed research publications across multiple species.



Swine: With the right nutritional solutions throughout the entire production cycle, our performance technologies support the effort to raise robust, profitable pigs.

Aquaculture: From innovative technologies to trace mineral supplementation, our solutions more than the meet the demands of modern aquaculture.

Equine: With solid nutrition comes healthier horses, no matter what life stage they are in and we provide expertise and solutions that ensure optimal health and growth.

Companion: Giving our best friends full, healthy, happy lives starts with exceptional trace minerals, and we provide optimized minerals that do exactly that.

SCAN THE CODE TO SEE HOW WE HELPED HALLWAY FEEDS FUEL WORLD-CLASS RACE HORSES.



Expanding Our Horizons

As scientists, we live to solve problems. Our experts in formulating performance nutrition solutions for animals have found a way to help restore imbalance in the human body with the launch of Mend + Defend®, our new line of premium nutritional supplements. We have utilized the same amino acid transporters and metabolic absorption technology as our Zinpro solutions for animals to achieve a notable level of nutrient absorption and utilization.



2019

Zinpro announces the retirement of William Scrimgeour, CEO.

MEND + DEFEND

2020

Elemend Health® LLC, a subsidiary of Zinpro Corp., launches Mend + Defend—a line of premium human nutritional supplements featuring trace minerals, colostrum and probiotics.

SCAN THE CODE TO LEARN MORE ABOUT
MEND + DEFEND OR VISIT MENDDEFEND.COM.



Moving Forward Together

Hitting the 50 year mark is a significant milestone on a journey filled with global growth and industry leading advancement—helping to drive us forward towards 50 more. We strive to provide better nutrition through innovation and stronger sustainable practices propelling us toward creating a healthier world for animals and humans well into the future.

2020

Zinpro announces the promotion of Rob Sheffer to President and CEO.

“Thank you for being a part of our story for the past 50 years. We’re looking forward to strengthening our bond with each of you and expanding our partnerships throughout the globe.”

— Rob Sheffer
President and CEO, Zinpro

2021

May 18, 2021, Zinpro celebrates 50 years of business.

Let's Do

More Together.

We're excited to see what's next—and to be part of creating a future together.

SCAN TO SEE MORE.



→ FORWARD







ZINPRO®

**ADVANCING
PERFORMANCE
TOGETHER**

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To learn more visit us at

Zinpro.com

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