



## The Company

JG Animal Health is a company specialising in Minerals, Vitamins & Specific Animal Health products. With over 30 years spent within these industries and practical farming, having looked at the assortment of products on the market it was time to launch a range of products specifically designed to meet the exacting requirements of today's livestock industry.

Founded in the summer of 2004, we quickly identified that there were many Companies offering products, but very few able to offer the detail, so often the missing link between our customers profit and loss. The ever changing requirements of UK agriculture, the seasons, weather, soil types and climatic and environmental conditions all place demands on livestock make it even more important to look far deeper into mineral and vitamin requirements.

Detailed forage analysis gives us the opportunity of analysing grass, silage or hay, often finding that while known deficiencies do occur so many problems are actually caused by excesses causing a lock-up effect, often quite simply rendering an element totally unavailable to the animal, but strangely enough not showing up as what you would expect to be a traditional symptom.

For every dairy herd fulfilling a 1 million-litre quota, 7 tonnes of minerals needs to be fed. As this is rarely the case it shows as a contributing factor as to why so many young cows leave the UK herd every year due to infertility.

All products are manufactured in the UK to the highest quality control standards  
The range of Premier drenches are formulated using only the best quality raw materials that are available, often from human health origins.

Working closely with advisers and consultants, who with their own individual knowledge give us the ability to look into the complete picture.

## Company Philosophy

- ❖ To provide a personal service at all times
- ❖ To remember who our customers are and why they buy from us
- ❖ To offer technical support and back up
- ❖ To supply high quality products with no compromise
- ❖ To provide a service to our customers and their livestock
- ❖ To offer a product at a price which reflects the quality of the product
- ❖ To take a good concept and turn it into a great reality.
- ❖ To offer customers something they cannot receive elsewhere.
- ❖ To anticipate the wants and needs of our customers.
- ❖ To exceed our customers' expectations.
- ❖ Innovation is being at the forefront. It is continually looking for improvements because there is always a better way of doing things.
- ❖ "It is our business goal to be the leading supplier in our specialist product areas.  
To be the best we must excel in innovative design, quality of manufacture, and customer service.

**Quality doesn't have to come at a high price**

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