

## **RUMENCO TARGETS DAIRY HYGIENE MARKET**

Rumenco has strengthened its dairy sector expertise with the appointment of milking hygiene specialist Alison Clark to manage the company's entry into the UK and overseas dairy chemical markets.

Alison Clark's appointment as product manager for dairy hygiene is further demonstration of the Rumenco Group widening its product offering to farmers via the merchant trade.



Alison Clark

"Alison joins Rumenco at a very exciting time," said managing director Nigel Lyon. "Having successfully integrated the Nettex livestock nutrition, care, identification, hygiene and husbandry product business into the Group over the last 18 months, we are now looking to build on our strong relationships with the agricultural merchant trade to develop mutual business opportunities. Alison Clark's appointment is key to delivering the next phase of Nettex's brand development business plan.

Alison Clark will also help shape Rumenco's wider product offering for the dairy market. "We are already strong in the youngstock rearing and dry cow segments with our proven Lifeline, Rumevite, Supalyx and XP Yeast feed supplement brands. And in bringing over 20 years dairy sector experience to the team – much of it in the mastitis consultancy arena – Alison's market expertise and networks will be invaluable, allowing us to boost our customer support capability significantly," Nigel Lyon added.

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### **Note to editors**

1. Rumenco is a market leader in the ruminant feed supplement market. It is a successful company with strong brands. The well-established Rumevite, Supalyx and Lifeline products, in particular, are trusted and valued by livestock farmers in the UK. The company has forged robust partnership relationships with the agricultural merchant trade based on its branded products and contract manufacture.

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