



FOR IMMEDIATE RELEASE:

CITURA PARTNERS WITH W.C. LOUGHLIN TO BRING NUTRITION SOLUTIONS TO CALIFORNIA

Products will be unveiled at their first World Ag Expo appearance

Brookville, Ohio (December 14, 2016) – Citura is pleased to announce its partnership with W.C. Loughlin & Co., a California based Sales and Marketing company with 64 years of service to the animal feed industry. Together, the two companies will provide new, advanced nutrition solutions and ingredients to the California dairy market. Representatives from both companies will be at World Ag Expo, where Citura will be a first-time exhibitor, to personally introduce themselves to the California dairy industry.

“Citura is excited to serve this amazing dairy market,” says John Garino, sales representative, Citura. “California producers face some tough challenges, like extreme heat and variable feed quality, and our products can help cows get through these issues.”

To highlight I.C.E., an additive that can help keep cows cool, Citura will be giving away a Yeti cooler at their World Ag Expo booth, 6615 in the Farm Credit Dairy Center. Visit their booth to learn more.

“Our new partnership with Citura will help give California producers access to new, cutting-edge nutritional products from their local feed mills,” says Matt Kelly, president of W.C. Loughlin, “allowing dairymen more opportunity to improve health and productivity through nutrition.”

Matt Kelly, Brad Barr, and Craig Zellmer from W.C. Loughlin, and John Garino from Citura together bring over 100 years of nutrition expertise, ingredient experience, and dairy and feed industry knowledge to customers. The team’s focus areas will be technical and sales support for nutritionists, feed mills and their customers; forage management concerns; including forage testing and silage quality; management of suspect feeds; heat stress, gut health, and calf nutrition.

Citura is an ingredient and specialty blends business focused on innovative and dependable additive solutions, and ingredient supplies that add value to customers’ businesses. Citura’s staff, headquartered in Brookville, Ohio, includes Ph.D. nutritionists, ingredient market specialists, and dedicated customer service to support Citura customers.

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