

BUILDING SOLUTIONS

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Construction tips & updates

Healthy Cows

Priority IAC in Manitowoc is the smart bacteria and nutrition company

Having healthy cows is critical to any dairy farmer's production and success. But keeping cows in good health can be a challenge. Priority IAC, Inc. is a local company serving farmers worldwide with a natural solution for these challenges: Priority has developed a unique, effective way to maintain herd health – by feeding cows a specific, smart bacteria.

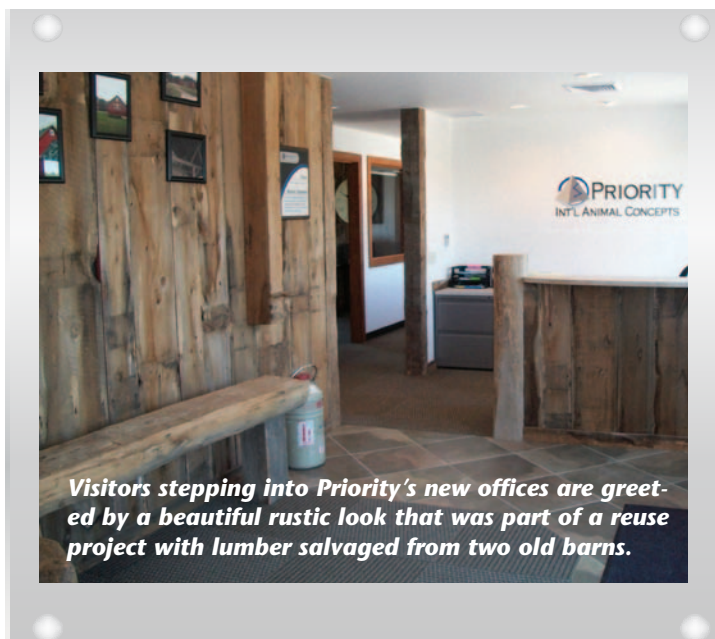
Priority offers nutrition products that focus on the role of microbiology in keeping cows healthy, which is why company owner and founder Richard Breunig, says they are the smart bacteria and nutrition company.

"We believe that if you can prevent acidosis (acid indigestion), this helps ensure a properly functioning digestive system. This subsequently will help the rest of the cow's body work better, creating healthier cows," says Breunig.

Their most popular product is P-One™, elite technology that incorporates unique strains of bacteria from an animal's digestive track to keep the cow's digestion working well, which positively impacts their overall health. "Basically we feed bacteria to cows – bacteria that works to prevent acid buildup and directly benefits the cow by improving digestion."

It's a successful program that is allowing Priority customers to maintain healthier herds and reduce feed costs by up to 45 cents per head, per day ... huge savings for any business owner.

Priority's success comes as no surprise, given Breunig's background and extensive experience in the dairy industry. Before starting Priority, he managed Clover Mist Farms



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in Manitowoc, a dairy focused on health production and genetics. He bred more than 100 Excellent Scored cows and was recognized as one of the best type herds in the nation.

He and his wife founded Priority in 1998, starting out in their home in rural Manitowoc. Priority has grown to include 60 business field managers and a collaborative research, quality control and product development group. However, their success also started pushing them out of their house.

"About six years ago, we reached a point where either we had to move, or the business did. Luckily we found some land not too far away to build a new home and let the business take over our house."

But they were still limited physically in the space they had. "We had no parking and just a small conference room. As an internationally-based company, we needed a professional place to conduct business."

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Healthy Cows (continued)

They chose A.C.E. Building Service as design/build contractor for their building project after talking to other customers the construction company has worked with and finding they were heads above others in attending to details. Says Breunig: "We knew they did good work, but every one of their customers also talked about their customer service, including service once a project is completed. That was important to us."

A.C.E. first focused on evaluating Priority's existing space and projected needs, then they created a design that Breunig says was spot on. The expansion project encompassed a 1,000 square-foot office addition that blended seamlessly with the existing home, renovation of an existing storage into office space, and a 6,000-square-foot warehouse with a loading dock. A larger parking area was also added.

In addition to an aesthetically pleasing structure, visitors stepping into Priority's new offices are now greeted by a beautiful rustic look that was part of a reuse project. A.C.E. was able to integrate lumber salvaged from two old barns on the property into the building design.

Breunig said it was a much needed addition for a company that continues to grow; one that will help them continue to live their mission of becoming the first ingredient in animal diets, along with developing the next generation of products that match the priority tagline: For Healthy Cows™.

For more information on Priority IAC, Inc. visit www.forhealthycows.com.



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