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The Vi-COR® Difference

As Steve Jobs, Apple CEO once said, “Innovation distinguishes between a leader and a follower.” Vi-COR is built on this philosophy. The company offers innovative products that provide predictable, consistent results backed by university research. And they do it at a fair price.

A runaway success

Not content to be just another yeast company, Vi-COR management made a conscious decision to lead. When Mark Holt took the reins in 1999, he hit the ground running and he’s never slowed down. In only a decade, the company has grown from a domestic manufacturer of unique feed ingredients to a global company with a focus on applied microbiology, fermentation chemistry, and customer-driven products. Under Mr. Holt’s leadership, today the company is a world-class manufacturer of fermentation feed ingredients, blazing the trail in a number of areas:

- *First concentrated yeast culture*, a big convenience for livestock producers. It allows for dense rations and reduces shipping and warehousing costs.
- *First liquid yeast culture*, an easier choice than dry yeast when a producer needs to mix a high-quality feed additive into liquid feeds and milk replacers. It stays suspended in liquid, which means uniform delivery and consistent results.
- *First to identify and guarantee specific levels of metabolites*. Through scientific analysis, Vi-COR measures the amounts and types of metabolites available in its products. And they guarantee these levels on their labels.
- *First to use enzymes for controlled and precise extraction of yeast components*.

Vi-COR’s all-natural proprietary process expresses a higher level of metabolites from yeast, delivering a more consistent product. This means producers don’t need to wonder if the additive is being delivered at the same level throughout the herd.

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Innovative Dairy Support Program

Vi-COR also stands out among fermentation additive manufacturers by being flexible and establishing a personal relationship with each customer. The company wraps their products and services around individual customer needs. The innovative *Milk to the Max*® program is one of the many ways Vi-COR supports the individual success of each producer. This program, provided completely free to Vi-COR customers, trains dairy employees on cow physiology, cow comfort, proper milking procedures, and calving care.

Hire the best and let them innovate

Vi-COR is a dynamic and growing company that recruits knowledgeable and experienced people from all areas of the livestock industries. The company hires the best and the brightest and encourages them to use their talents to keep the company at the leading edge by thinking outside the box. Vi-COR staff often visits customers on their farms to listen to their needs and concerns. This feedback results in better products and a better understanding of the people who use them. It was during a farm visit that a nutritionist who was feeding two separate yeast-based products, yeast culture and yeast extract, asked Vi-COR staff if there was a way to combine the ingredients into one product. The question was taken back to the company's lab and two years later, Celmanax® was born.

According to Mr. Holt, Vi-COR's research staff is always busy working toward the company's next "first" breakthrough.

"Meanwhile, the same competitors who ridiculed our most recent innovation are scrambling to copy it and call it their own. So while the competition is imitating, we'll keep innovating."

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