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Feedworks USA names Dr. Benjamin Wenner Calmin Product Manager

CINCINNATI, Ohio (January 16, 2024) — Feedworks USA, Ltd., is thrilled to announce Benjamin Wenner, Ph.D., as its new product manager for Calmin, an OMRI-listed supplemental source of calcium and magnesium from Celtic Sea Minerals, Ltd. This newly created position is a joint effort between Feedworks USA and Celtic Sea Minerals.

Dr. Wenner will collaborate with both companies to develop Calmin business strategies, conduct research, assist in training, support marketing, and lead the effort to amplify growing Calmin sales throughout the U.S.

“We’re very excited to have Dr. Wenner as our Calmin product manager,” says Tom Elliott, Feedworks USA National Ruminant Manager. “He’s the right person to lead our expanding efforts to further improve the profitability and sustainability of our dairy, livestock and poultry customers. His extensive background in research, technical services and teaching makes him exceptionally qualified to champion our technical efforts and overall Calmin business.”

Prior to joining Feedworks USA, Dr. Wenner was an Associate Professor in the Department of Animal Sciences at Ohio State University, where he previously earned his Ph.D. in interdisciplinary nutrition. After graduation, he served as a Dairy Technical Services Manager at Perdue AgriBusiness Animal Nutrition and as a nutritionist for CSA Animal Nutrition. Dr. Wenner earned his M.S. and B.S. degrees in Animal Sciences at Ohio State University and Michigan State University, respectively.

Dr. Wenner is eager to join the team and help educate potential end-users about Calmin features and benefits. “My goal is to integrate available research and make practical recommendations for our nutritionist and producer customers. In part, that means translating data

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into relevant decision-making tools that enable customers to make the smartest possible business decisions. Our focus is on the people who use our products, and I'm excited about what lies just ahead."

Celtic Sea Minerals produces Calmin. Feedworks USA, Ltd., specializes in the marketing and sales of Calmin in the U.S., plus other innovative, well-researched products that offer financial benefits to end users.

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