



## **Mole Valley Farmers to launch own-brand range of animal health products at Royal Cornwall Show**

At this year's Royal Cornwall Show, Mole Valley Farmers will be launching an exciting new development, the first of a planned range of own brand products specifically for livestock and equestrian owners. The range called 'Molecare Animal Health' will eventually encompass all aspects relating to veterinary health with a particular focus on preventative medicines and providing qualified advice.

The Molecare Animal Health Range has been researched and developed to help prevent disease and promote healthier and more productive livestock. The first product to be launched in the range is 'Molemec' an Endo and Ecto Pour-on cattle wormer. Mole Valley Farmers is the first in its sector to develop its own brand strategy for ivermectin based products.

Manufactured by the producers of the original ivermectin product, Molemec is supported by the same trial work and research as the original product. Holding these same product characteristics ensures Molemec's underlining quality and efficacy. Molemec will be launched at the Mole Valley Farmers stand at the Royal Cornwall Show.

**Patrick Trill, Mole Valley Farmers Veterinary Services Manager said,** *"Molecare brings together Mole Valley Farmers' complete package of animal health solutions – from an extensive range of supplies including our new own-brand products, to advice and support from our team of experts. The Molecare concept further underlines our commitment to farming sustainability, offering a trusted brand, quality products, advisory services and value for money. Molemec, the first launch in our own-brand range of animal health supplies, is a tried and tested product and we are delighted to be able to offer our customers this level of quality at a very competitive price."*

Mole Valley Farmers offers full support and advice on animal health products to its customers, currently employing over 10% of all Suitably Qualified Persons (SQPs) supplying farm animal medicines in the country (260 in total).

Animal health is an important part of the Mole Valley Farmers offering, linking core services including nutrition, forage production and husbandry, providing a total on-farm solution.

**Keith Ockenden, Mole Valley Farmers Head of Agriculture said,** *“It is important for Molecare to provide health care solutions that are not only effective but offer our customers value for money. As the Molecare range develops, products will be available not only for cattle but for sheep and horses too, where the continued emphasis will be on quality and value, providing a trusted animal health solution. We continue to support our Farmer Shareholders through, innovation and good value and Molecare is a very good example of this.”*

To find out more about Molecare and Molemec, the first product in the range, visit the Mole Valley Farmers stand at the Royal Cornwall Show.

## **Ends**

For more information, images or to set up interviews please contact Hannah Overton or Mia Bartlett at One Voice Media on 01392 278801 or email [hannah@onevoicemedia.co.uk](mailto:hannah@onevoicemedia.co.uk)

## **Notes to editors**

**Mole Valley Farmers** was started in 1960 by a small group of farmers in South Molton, Devon. Today, there are 6,384 farmer shareholders and 22,000 country members. It is one of the largest employers in the South West, with a turnover of £281 million and more than 1,300 staff. Mole Valley Farmers is one of the few businesses based on a co-operative model in the supply industry, with a total commitment to the farming and rural industry. Over the years, the company has developed and grown, making investments in:

- Nine retail branches in the South West
- Mole Valley Farmers Online
- 4 compound feed mills for all animal feeds
- A network of 7 blending operations
- A mineral supplement plant
- A quality farm building and engineering division
- 21 SCATS Countrystores across the South, South East and South Wales
- Local agricultural supplies company Bridgman's
- A joint venture – Mole Valley Forage Services
- CWG Countrystores Ltd with 11 stores at Stamford, Dereham, Bury St Edmonds, Colchester, Towcester, Melton Mowbray, Fauld, Newark, Darley Dale, Worksop and Market Rasen

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