

Agri-Mart Re-brands – Changes Name to Horizon Livestock & Poultry Supply Ltd.

New brand means greater value, service and accessibility for all Manitoba livestock producers.

Niverville, MB – August 30, 2010 – With a passionate commitment to the Manitoba livestock industry, Agri-Mart Livestock and Poultry Products Ltd. has officially re-branded its company with a new name, image, and mission to better serve its customers as Horizon Livestock & Poultry Supply Ltd.

Horizon, a cutting-edge leader in the livestock, poultry, and agricultural industries with over 14 years of industry experience, understands what today's modern livestock producer needs to succeed and maximize return on investment. Horizon's dedication to providing unparalleled customer service to the Manitoba livestock market is deeply rooted in integrity, honesty, value, and customer satisfaction. General manager Dan Brewin believes a change in the company's name will better communicate these values to their customers.

"We're very excited to bring our new brand, energy, and vision to the market. Our customers already know and trust our company and our people. With the new Horizon brand, we can now bring greater coverage, product offering, value pricing and reach to the Manitoba livestock industry," says Brewin. "Our previous brand Agri-Mart, although strong in the Manitoba livestock supply market, did not precisely communicate our organization's commitment to the livestock producer. We want our existing and potential customers to know that we are sincerely passionate in helping them succeed with their livestock needs, big or small. We will continuously be expanding our business to new horizons to better serve the Manitoba livestock producer."

Horizon, formerly Agri-Mart Livestock and Poultry Products Ltd., is a one-stop livestock, poultry, and agricultural operations supplier. Working hard to serve livestock producers since 1996, Horizon is committed to providing only the finest quality livestock supplies and products.

Horizon is staffed with experts who live and breathe the swine, poultry, dairy, beef, horse, sheep and goat markets. The Horizon sales team has invaluable hands-on experience with livestock production systems and new technologies. From large commercial operations to hobby farms, Horizon has a full selection of products to outfit livestock and agriculture operations from the ground up. Ventilation systems, water and feed, animal housing systems, animal health products and vaccines, along with a broad range of barn supplies are available at any of the convenient store locations.

Please visit www.HorizonLivestockSupply.ca for a complete overview of Horizon's offerings and to watch for a new on-line catalogue. To learn about sales and special offers, please visit any one of Horizon's three locations listed below.

Horizon – Niverville
329 Bronstone Drive
Niverville, MB
204-388-9333
877-388-3887

Horizon – Steinbach
186 Hwy 52 West
Steinbach, MB
204-346-5222

Horizon – Winnipeg
Unit # 11, 846 Marion St.
Winnipeg, MB
204-233-2503
866-889-2241