

Purina Partners with RxExpress for VFD Compliance

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Purina Animal Nutrition has selected the RxExpress software platform from New Planet Technologies as its tool to help meet feed documentation requirements of the Veterinary Feed Directive (VFD). This federal regulation mandates documentation of a veterinarian's approval to feed or distribute medicated feed additive antibiotics that are deemed medically important to production livestock. It goes into effect on Jan. 1, 2017.

“After reviewing the available options designed to help meet VFD requirements, we chose RxExpress,” said Dan Moran, director of swine feed marketing for Purina Animal Nutrition and a member of Purina's VFD compliance team. “Partnering with RxExpress and its developers at New Planet Technologies allows our team of nutritionists to focus on what they do best: providing our customers and their animals with unsurpassed animal nutrition.”

Livestock producers, feed manufacturers and feed distributors are required to retain documentation of VFD orders. As a turnkey software solution, RxExpress can be used to generate, distribute and store electronic VFD orders.

“We are pleased to be working with Purina Animal Nutrition,” New Planet Technologies president and chief executive officer Tyson Hartshorn said. “RxExpress is now available to feed manufacturers and distributors for use in preparation of VFD compliance.”

RxExpress runs on any computer or smart mobile device, online or offline. It can receive records from other electronic VFD systems and can convert paper VFD orders to electronic format. It

streamlines order validation and tracks expiration dates. It also can generate and send non-VFD prescriptions.

Purina Animal Nutrition LLC is a national organization serving producers, animal owners and their families through more than 4,700 local cooperatives, independent dealers and other large retailers throughout the U.S. It offers a portfolio of complete feeds, supplements, premixes, ingredients and specialty technologies for the livestock and lifestyle animal markets.

Headquartered in Shoreview, Minn., Purina Animal Nutrition is a wholly owned subsidiary of Land O'Lakes Inc.