



## **Dr. Pol to Launch New Branded Products at Super Zoo 2019**



Weidman, MI, August 15, 2019 – [Dr. Jan Pol](#), the charismatic and celebrated veterinarian and star of Nat Geo WILD's #1 hit reality television series [The Incredible Dr. Pol](#), is excited to announce his participation and the debut of his new branded products at *Super Zoo 2019* in Las Vegas, NV. He will appear in-person on **Wednesday, August 21<sup>st</sup>** and will be available for photos, autographs and interviews from the **Consumers Supply Animal Nutrition booth #2659 from 11AM-2PM**. Launching exclusively at *Super Zoo*, Dr. Pol's branded products include Dog, Cat, Horse, Chicken, Goat and Rabbit food from Consumers Supply Animal Nutrition. Dr. Pol is represented in his branding deals by All American Licensing.

In *The Incredible Dr. Pol*, viewers travel with Dr. Pol across rural Michigan as he tirelessly cares for family pets and livestock in need of his expertise and kindness. The series, which celebrated its 100<sup>th</sup> episode in 2017, is currently airing in its 15<sup>th</sup> season and continues to break ratings records for Nat Geo WILD network.

A true television icon, Dr. Pol has been featured in dozens of major media outlets such as USA Today, PEOPLE, Parade Magazine, TV Guide, AARP, New York Daily News, Los Angeles Times, the Chicago Tribune, and top TV shows including The Doctors, HLN, Fox & Friends, Home & Family, ABC News, Adult Swim, Good Day LA and many others.

"I'm excited to incorporate the insights I've learned in my many years of veterinary experience, collaborating with great companies to develop an affordable and practical line of animal products that are unique to the marketplace," states Dr. Pol.

## ABOUT DR. POL'S FOODS

The Dr. Pol portfolio of foods will include farm animal feeds as well as dog and cat food, with each variety offering unique benefits.

“Working closely with Dr. Pol, we are changing traditional farm/backyard animal feeds by extruding them,” says Keith Rees, Director of Sales and Marketing at CSD. Below are some of the added benefits for the different food categories.

### **ADDED BENEFITS OF DR. POL'S FARM ANIMAL FOODS:**

- Increased nutritional uptake
- Reduced animal feeding costs
- Improved kibble consistency
- Less waste
- Longer shelf life

Rees adds, “In addition to farm animal food, there will be super clean dog and cat foods that are very different than many of the mainstream products on the market today. Most products on the market today use meat meals or by-product meals as the source of animal protein because they are less expensive than strictly using animal meat. The Dr. Pol Difference is that these diets use high inclusions of single animal meats and no meals or by-products.”

### **ADDED BENEFITS OF DR. POL'S DOG AND CAT FOODS:**

- Rich with highly digestible meats
- Nutrients that are more bioavailable
- Less likely to cause food born irritations
- No Corn, Wheat, Soy, GMOs or By-Products
- Natural ingredients plus added vitamin and minerals



### **About Dr. Pol:**

“In this business, it is totally unpredictable what you’re going to get, day to day. Animals don’t wait to get sick, and they don’t take appointments. They get sick, and they need to be seen. So, some days, you’re gonna go in, and there’s gonna be nothing going on. And other days, you’re gonna go in, and you can’t run fast enough.”– *Dr. Jan Pol*

With more than 45 years of veterinary experience, Dr. Pol is a pioneer in treating animals. He is also the star of Nat Geo WILD’s #1 hit television series, *The Incredible Dr. Pol*, which follows the doctor on his routine 14-hour workdays treating both pets and livestock in rural Michigan. *The Incredible Dr. Pol*, currently airing in its 15<sup>th</sup> season, celebrated its 100<sup>th</sup> episode in 2017 and continues to break ratings records for the network and surprise viewers with Dr. Pol’s witty and charming, no-nonsense approach to animal care.

Dr. Pol immigrated from the Netherlands to the United States in 1971. After ten years of practice, he moved to Weidman, Michigan, in 1981 and founded Pol Veterinary Services out of his garage with his wife, Diane. With a down-to-earth, practical approach to veterinary medicine, Dr. Pol grew his practice from a humble start to one with over 25,000 clients.

Specializing in large farm animals, Dr. Pol treats horses, pigs, cows, sheep, alpacas, goats, chickens and even an occasional reindeer. A true friend of the farmer, he works tirelessly to ensure that the diminishing population of family farmers remains in business. He plays an integral role in keeping farmers’ livestock healthy and their businesses profitable. Dr. Pol works with many 4-H groups and feels every child should grow up with a furry friend. He is also an advocate for affordable pet care.

Instagram: [@thedrpol](#)

Twitter: [@drpol](#)

### **About Consumers Supply Animal Nutrition:**

Consumers Supply Animal Nutrition, a division of a Consumers Supply Distributing, LLC (CSD), is a full service agricultural and animal nutrition business that offers feed ingredients, feed grade pharmaceuticals, animal nutrition products, amino acids, nutritional pre-mixes and specialty products for the livestock industry plus extruded animal products including horse feeds, pet foods, show feeds, and pet treats. The company is headquartered in North Sioux City, SD with plant and warehouse operations in North Sioux City, SD, Sioux City, IA, Marion, IA and Rogers, AR. For more information about Consumers Supply Distributing, LLC, please visit <https://consumers-supply.com/>.

### **About ALL AMERICAN LICENSING:**

All American Licensing is a full-service licensing agency specializing in licensing, retail development and product integration. AAL has an impressive and diverse roster of clients ranging from top consumer brands to world-class resort brands, lifestyle and pet brands.

Founded in 2011 by veteran licensing executives Tim Rothwell and Michael Gottsegen, All American Licensing provides its clients with a global network of best-in-class manufacturers; turnkey brand representation from legal and financial services to retail development to personalized road maps to success.

The company is headquartered in Los Angeles, with offices in Charleston, SC and Charlotte, NC and Canada. For more information on All American Licensing, please visit <http://www.AALMG.com>

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