

New acquisition helps AB Agri drive global animal supplements ambitions

Peterborough, 4 July 2022

AB Agri has acquired Greencoat Limited, the animal supplement and care business including the NAF, NutriLabs, Natural VetCare and Greencoat Farm brands.

Greencoat's products are well known in the UK and EU, including the flagship NAF Five Star brand, which is synonymous with equine supplements across Europe. NAF Five Star is the UK's branded market leader and it sponsors and supplies supplements to the British Equestrian Teams. The NutriLabs brand is the nutraceutical market leader in the veterinary channel in Austria, Germany and Switzerland.

Commenting on the announcement, AB Agri CEO José Nobre said: "The acquisition of Greencoat is a key step in our strategic goal to expand our international animal nutrition and technology business into new and exciting areas. The animal supplements market is growing fast and Greencoat will bring its experience and expertise in direct-to-consumer sales and marketing, complementing our own deep understanding of the nutrition and care of horses and enabling us to develop our position in animal supplements."

AB Agri's longer-term goal is to create a multi-species portfolio of products for the international supplement markets, built upon AB Agri's wider technical expertise and innovation capabilities.

Greencoat will continue to operate on a standalone basis and will sell its products directly through its own existing network of specialist retailers and online channels.

NAF Founder Richard Cleeve said: "I am delighted that AB Agri has acquired our business. We were impressed with their commitment to the production of quality products and their passion for innovation. AB Agri will invest in manufacturing, brands and people and their vision is to make these brands the most prominent in the world."

José Nobre added: "We are really pleased to be welcoming such a distinguished and successful business into the AB Agri family and look forward to working with the team as we grow our business in this exciting direction."

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AB Agri

AB Agri manufactures animal feed, nutrition- and technology-based products and offers data services for the agri-food industry. It operates all along the food industry supply chain. It produces and supplies compound animal feed, feed enzymes, specialised feed ingredients and a range of value-added services to farmers, feed and food manufacturers, processors and retailers and has a well-established portfolio of equine and companion animal products, services and expertise.

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