

Dear *Pig International* Marketing Partner,

The world population is moving to 9 billion by 2050 with 49% of the growth in Africa and 41% in Asia. At the same time feeding a growing world on limited land resources will create many new demands and challenges for pig producers. To meet these increasing consumption needs, reaching genetic potential with improved animal management is now the focus with animal health and nutrition as the driving forces. With optimizing the model of raising as the industry focus, I am pleased to inform you of a very positive change for *Pig International* magazine.

Effective with the November/December issue of *Pig International*, the new focus of the publication will be to provide Swine Nutrition and Veterinary professionals who service the largest to the smallest producers worldwide with the deepest available technical information, innovative developments, and productivity solutions on ***Pig Nutrition & Health***. Over the past 2 years, the *Pig International* audience has the highest engagement with content related to pig nutrition and health topics.

Industry nutrition and veterinary professionals are increasingly being faced with new market conditions and consumer requirements regarding antibiotic reduction/elimination, animal health & welfare, diseases, animal performance, educated use of new additives, new forms of fibers, efficiency of production and more. They know the focus on health and nutrition will deliver the best outcome toward sustainability, food safety and profitability.

To that end, *Pig International* will focus on ***Pig Nutrition and Health*** content to better reflect the primary focus of the industry and to better serve our growing and most highly engaged readership.

While many publications reach the broader pig market, the superior nutrition and health coverage directed through *Pig International* Editor, Dr. Ioannis Mavromichalis, delivers the most engaged and important decision making audience for marketers like you. **This is unique to how *Pig International* covers the industry for our global audience.**

I encourage you to connect with your [WATT Global Media sales professional](#) to collaborate on your specific strategic marketing objectives for 2016. We appreciate your continued support and look forward to helping you grow revenues during a long and healthy future ahead.

Kind regards,

Greg.



Greg Watt
President & CEO
WATT Global Media
GWatt@WATTGlobal.com