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**AVDA Changes Name and Focus to United Veterinary Services Association**

ABINGDON, Md. (12/11/18) - This past summer, The American Veterinary Distributors Association (AVDA) members and key animal health industry stakeholders gathered together to discuss the future direction of AVDA and how it can evolve and stay relevant to its members. Participants, including the AVDA board, agreed that it was important for the new organization to defend the veterinary channel and should maintain a focus on the veterinarian as it designed its future path for the organization. The participants concluded that in order to maintain a healthy, robust veterinary channel, AVDA should become THE place where manufacturers, distributors and suppliers who support the veterinarian and animal care can explore what they can do collectively to serve this channel.

A new mission for the association was defined: ***As the hub for relevant information leading to innovation in the supply chain, UVSA will enhance animal care by supporting those who serve the veterinary channel.*** In light of this shift in focus from a distributor-based organization to one that more fully represents those who serve the veterinary supply channel, all agreed that a new name was needed to more appropriately reflect the new direction of the association. After much discussion, **United Veterinary Services Association (UVSA)** was chosen. AVDA's Active distributor members have approved the name change and the association will begin filing the appropriate legal documents to change the name of the association along with its bylaws and governance structure to reflect this new direction and name.

**UVSA** will fulfill its mission by designing programs and services that will help distributors, manufacturers and suppliers remain relevant in the veterinary supply chain through a three-pronged approach focusing on:

- Promotion of Supply Chain Optimization
- Providing a voice for the industry that includes collaboration with allied industry associations related to compliance and regulatory issues of concern to the animal health supply channel
- Providing Industry Insights through research on emerging markets, customer needs, wholesaler and supply chain benchmarks and consumer expectations.

As a part of the evolution from AVDA to UVSA, all our events will be created and designed to feature these efforts. We are pleased that the 2019 Annual Conference will provide content in each of these areas. The schedule will include a session sharing results of a UVSA survey on customer needs conducted by leading consumer research firm Packaged Facts. This will focus on consumer expectations and will provide data that can be used by our members to assist veterinary practices with their businesses. We will also have break-out sessions geared towards key issues impacting manufacturers and distributors along with the general session speakers on leadership, the economy and emerging trends.



We will be reaching out to all of our members about how the new AVDA can better serve the channel. We will also be asking for your continued support of the Annual Conference through sponsorship and attendance when we meet next May 5-7 in Nashville, Tennessee at the beautiful Loews Vanderbilt Hotel. We will *Set the Stage for What's Next* as AVDA evolves into the United Veterinary Services Association. We can't wait to reveal our next act!

### **About AVDA**

AVDA, a not-for-profit corporation, was established in 1976 as the national trade organization for businesses engaged in the distribution of animal health products. Our members distribute animal health supplies to some 60,000 veterinarians practicing in approximately 30,000 animal health clinics throughout the United States. AVDA distributor members distribute supplies exclusively to animal health entities and annual sales of these supplies are estimated at \$5 billion. AVDA distributed products include pharmaceuticals, biologicals, white goods, instruments and equipment, and pet foods. In addition, some AVDA member companies also serve the OTC market, made up of farm and feedlot operations, poultry producers, farm stores, etc. AVDA members also include manufacturers and suppliers of goods and services used in the distribution of animal health supplies. For more information about AVDA, visit [www.avda.net](http://www.avda.net).