



**VETS PLUS, Inc.**  
Global Animal Health

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## **RAJ LALL**

*President / CEO*

Rajiv (Raj) Lall is the President and CEO of Vets Plus, Inc. (VPI), a global developer, manufacturer and distributor of food and companion animal nutrition products. VPI began in Menomonie, Wisconsin in 1990 with Lall going from dairy-to-dairy selling his probiotic and calcium gels. In 1991, VPI moved to Knapp, Wisconsin, to accommodate the growing company. Lall has maintained his initial vision for the company to manufacture and market natural animal health supplements designed to help animals when they were sick and keep them healthy, while benefiting the bottom line of the producer. Since its inception, VPI has formed strategic alliances with reputable animal health organizations around the globe, growing into a multi-million dollar company that produces several hundred products and distributes nationally, as well as to over 20 countries outside the United States. VPI specializes in private label manufacturing and adheres to the highest standards of confidentiality and quality regulations for their customers.

VPI has developed more than 100 proprietary formulations thanks to an experienced technical staff comprised of several Ph.D.s, Master's degrees and two DVMs, with areas of expertise that include microbiology, immunology, biochemistry, mycology, cell biology, nutrition and veterinary science. VPI also holds several patents. Constant innovation has led to the addition of new product lines, and in December 2012, VPI moved its corporate headquarters and main production to a renovated facility in Menomonie, Wisconsin. This new location brings the company's combined capacity to over 100,000ft<sup>2</sup>.

In his native country of India, Lall earned an undergraduate degree in microbiology and Master's degree in developmental biology and served as an assistant professor in the Department of Botany at M.S. University in Baroda, Gujarat India from 1980-83. During this time, Lall completed research in identifying, analyzing and extracting natural ingredients from plants and plant tissue cultures that provide natural health and medicinal properties.

He continued his education and research in the United States at the University of Minnesota, earning a Master's of Science in pharmacognosy and researching enzymes in relation to cancer cells through animal cell cultures. During this time, Lall completed his thesis on probiotics – an area of expertise he built into the VPI line of products and utilized in the formation of the Chr. Hansen partnership to manufacture and market the Probios® line. Chr. Hansen is a Danish company which manufactures cultures used all over the world to make cheese. Lall went on to become a professional in the U.S. human probiotic industry from 1986-90 before venturing out on his own to start Vets Plus, Inc. In 2009, Lall launched ProbioticSmart.com, a rapidly growing e-commerce business which sells health and nutrition products for people, as well as their pets and livestock. That same year, Lall also started the biotechnology company R&D LifeSciences to manufacture enzymes and direct fed microbials (DFMs) for livestock.

Lall currently serves on the Applied Science advisory board at University of Wisconsin-Stout and is a member of the Academic Society for Functional Foods and Bioactive Compounds (ASFFBC). He and his wife, Swati, reside in Menomonie, Wis. They have two grown sons, Rohan and Rishi, who both graduated from Menomonie High School and obtained perfect scores on the SAT. Both are in the process of completing their neurosurgery residencies. Rohan is married to Dr. Casey Lall who specializes in Internal Medicine, and they have one son, Aidan.

Global Leader in Animal Health and Nutrition

