

Virbac SA in Pet Care (New Zealand)

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Abstracts

Virbac New Zealand will continue to focus on animal health care as its priority, with premium pet food a secondary focus? Virbac New Zealand is a wholly-owned regional subsidiary of healthcare company Virbac SA. Starting out in 1984 as Techvet Technologies, Virbac SA acquired the company in 1993 with the New Zealand operations being organised as a subsidiary of Virbac (Australia) Pty Ltd. The company since then has been in the process of transitioning its product offerings from mid-priced toward...

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