



For More Information:

Tammy Howe
TechMix Global
877-466-6455
tammyhowe@techmixglobal.com

Trent Gierstorf Joins TechMix Global Swine Team

Minneapolis, March, 2017 – TechMix Global announces the appointment of Trent Gierstorf as Midwest swine regional swine salesman. Gierstorf worked at some of the nation’s largest swine producers including: Christensen Farms/Seaboard Foods. The Maschhoffs and Black Jack Pork. Prior to that, he served in a variety of positions at Farmland Foods. In addition, Gierstorf has served 22 years in the Iowa National Guard.

At Christen Farms/Seaboard Farms, Gierstorf served as production manager for its central Iowa division where he managed a territory with 160,000 nursery and wean to finish spaces. He helped to develop care protocols for weaned and challenged pigs that decreased mortality and significantly increased productivity rates. Gierstorf also has an extensive background in barn set up, ventilation, and takes pride in his ability to train the new employees. At Christensen Farms Gierstorf was responsible for building the first employee system in Iowa to care for the company owned nurseries.

Gierstorf served as Associate Director of Iowa at The Maschhoffs where he managed 4 Senior field advisors in charge of 160 sites. He also performed site inspections and barn health assessments. Prior to its acquisition in 2008 by The Maschhoffs, he managed field support at Black Jack Pork and helped integrate the two company into the Maschhoff system. At Black Jack, Gierstorf was also charged with site construction design/layout and producer negotiations. Black Jack Pork was one of the first commercial companies in the United States to go antibiotic free from Birth to market. This experience has given him experience with the alternative treatments and the unique challenges faced by growers that are now entering this growing market.

At Farmland Foods, Gierstorf served as territory manager providing support for 22 sites throughout Iowa. He also served as buyer/station manager in Sheldon where he was responsible for managing price negotiations with independent producers, station activities such

as receiving and shipping. During his tenure, the volume of pigs increased six-fold from 50,000 to 200,000 animals. Prior to this, Gierstorf served as alley buyer in charge of receiving and coordinating USDA Vet protocols for pre-slaughter.

“Trent will be a key player in helping Iowa pork producers to achieve higher productivity in their operations,” says Mike Nelson, TechMix Global president. “His farm to fork experience and knowledge with two nation’s largest pork producers and slaughter/distribution organizations will be vital as we continue to develop and introduce innovative new swine products for North America, Europe and China.”

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About TechMix Global: Since 1983, TechMix has been manufacturing and marketing BlueLite®, the most recognized brand in animal hydration. It is often recognized as “Gatorade for animals.” TechMix innovates with livestock growers, veterinarians, nutritionists and universities around the world to provide the best hydration products to protect animals and producer investments. The TechMix product lineup includes BlueLite®, Blue2®, Liquitein® and Restart products and helps swine customers manage stress events from birth to transport by providing the right hydration at the right time. TechMix is redefining hydration to keep animals drinking, eating and producing.