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NATIONAL ANIMAL SUPPLEMENT COUNCIL RECOGNIZES COMPANIES FOR IMPROVING THE STANDARDS OF ANIMAL HEALTH SUPPLEMENTS AND PRESENTS FRANK BALLARD WITH LIFETIME ACHIEVEMENT AWARD

Valley Center, Calif. (May 18, 2012) – National Animal Supplement Council (NASC) hosted its 2nd annual awards gala on May 10, at Scripps Seaside Forum in La Jolla. Companies were celebrated for extraordinary efforts in their commitment to quality, education and improving the standards of the animal health supplement industry.

A Lifetime Achievement award was presented to Frank Ballard, president of HBH one of the nation's premier specialty pet co-manufacturers. Ballard was instrumental in setting up the framework of NASC to operate as the nonprofit trade organization it is today. He was honored for his unselfish dedication to NASC and the animal health supplement industry.

"If it had not been for Frank's business expertise we may not have NASC today," says Bill Bookout, NASC's chairman of the board. "He held the larger vision above the interests of his company, jumping in without reservation and dedicating his time to get us up and running accordingly."

Wells Fargo Insurance Services USA received a MVP Supplier Award in recognition of its commitment to quality, education and continuously improving the standards of the animal health supplement industry. Working with its underwriters, Wells Fargo Insurance Services developed a vital program that provided discounts for NASC members on product liability insurance.

Twenty-two NASC audited member companies received a Visibility Award for efforts above and beyond in promoting the goals of NASC and the NASC Quality Seal in all aspects of their business. The recipients included: Arenus, Emerald Valley Natural Health Inc., FoodScience Corporation, Foxden Equine Inc., The Garmon Corporation, GNC, Grand Meadows Nutritional Products Inc., Gulf Coast Nutritionals Inc., Herbsmith Inc., HorseTech Inc., In Clover, Kemin Industries, Majesty's Animal Nutrition, Med-Vet Pharmaceuticals, Nutri-Vet, Rainbow Light Nutritional Systems Inc., Response Products, Richdel Inc., Silver Lining Herbs, SOURCE Inc., Uckele Health and Nutrition Inc., and Vets Plus Inc.

"It's a privilege to honor so many companies in our industry for their impact on the health of our companion animals," says Karen Howard, newly appointed president of NASC. "This is a hard-working, passionate industry that is deserving of our ongoing recognition."

For more information on NASC visit: www.animalsupplements.org.