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Corridor launches campaign to attract new talent into animal health

New Workforce Campaign, toolkit and website give companies ready-to-use resources to engage with the next generation about career opportunities in animal health.

KANSAS CITY, Mo., August 26, 2025—At the 20th anniversary of the Animal Health Summit, the [KC Animal Health Corridor](#) unveiled a brand-new Workforce Campaign that addresses the talent shortage in the animal health industry head-on.

The initiative includes a robust toolkit of resources to help companies, educators and industry partners reach out to young professionals and educate those as young as middle school about the numerous career opportunities available in animal health.

“For years, we’ve talked about the talent gap threatening our industry’s future,” said Kimberly Young, President of the Corridor. “Today, we’re taking decisive action. This campaign is bold, it’s needed, and it’s long overdue.”

The goal of the campaign? To inspire the next generation of workers to pursue careers in animal health by calling on industry stakeholders to champion the mission.

“We’re asking you to think differently,” said Corridor Board Chair Matt Musselman, chief operating officer, farm services, at Dairy Farmers of America. “Talk to your teams, your kids’ teachers, and your alma mater. Be that first voice that tells someone, ‘You know, this industry needs someone exactly like you.’”

The Workforce Campaign challenges the common misconception that animal health careers are limited to veterinary medicine. Through engaging storytelling and the tagline “You’re our kind of animal,” the campaign highlights the industry’s need for a range of talents—from microbiologists and engineers to marketers, data analysts, AI developers and manufacturing technicians.



The toolkit features print, digital and video resources that are free to download and feature the tagline “You’re our kind of animal.”

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The free toolkit, available at [ExploreAHCareers.com](https://www.exploreahcareers.com), includes videos, graphics, messaging templates, classroom-ready materials and more. Each resource is designed to make it easy to engage with students, educators, career counselors, and job seekers about the vast opportunities in animal health.

“Our industry needs people from every walk of life who care about purpose and making a difference. There's a place for all of them in our world—animal health takes all kinds,” emphasized Young.

To access the complete toolkit and learn more about the Workforce Campaign, visit [ExploreAHCareers.com](https://www.exploreahcareers.com).

ABOUT THE KC ANIMAL HEALTH CORRIDOR

Companies with a business location in the KC Animal Health Corridor account for more than half of the sales generated by the global animal health industry. The Corridor, anchored by Manhattan, Kansas, and Columbia, Missouri, is home to more than 300 animal health companies, representing the largest concentration in the world. For more information, visit www.kcanimalhealth.com.

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