

# WELCOME *to the* ROCK RIVER LABORATORY *Family*

ANALYSIS BUILT ON ACCURACY,  
INNOVATION, AND CUSTOMER SERVICE

Rock River Laboratory partners with customers to serve the living and growing needs of the agriculture, lawn, garden, turf, wildlife, and hemp industries. Our unwavering customer service team helps support the accurate analysis of feedstuffs, soil, plant tissue, water, and more while providing knowledge and calibrations to equip these trades with the tools and answers needed to make decisions for successful outcomes.



**ROCK RIVER  
LABORATORY, INC.**  
AGRICULTURAL ANALYSIS

Don Meyer starts Rock River Laboratory, a soil laboratory, at his parents' farm in Watertown, Wis.

1976

Rock River Laboratory begins offering feed and forage analysis

1979

Rock River Laboratory becomes the first forage lab to incorporate Near-Infrared (NIR) analysis

1982

Rock River Laboratory partners with an automation company to produce the first robotics for soil OM and pH

1992

GPS soil sampling services are offered by Rock River Laboratory

1994

Nutrient Management Services become available to Rock River Laboratory customers

2001

Rock River Laboratory headquarters move to a new, state-of-the-art facility in Watertown, Wis.

2003

Comprehensive Nutrient Management Plans are offered by Rock River Laboratory

2006

Rock River Laboratory West is founded in Visalia, Calif.

2009

FeedScan, Rock River Laboratory's nutrition sample submission app is released

2013

Rock River Laboratory headquarters expand - adding a separate wing for agronomic analysis

2013

## FAMILY INSTILLS CORE VALUES

Started by Don Meyer, his wife Karen, and his parents in 1976, Rock River Laboratory began as and continues to be, a family-run business. As the next generation carries forward, these family values are the same ethics on which Rock River Laboratory acts - striving to help others and the industry overall, with honesty and integrity. These principles are the means by which we build customer partnerships and commitment to the industries we serve. We stand behind our brand and strive for quality in all we provide.

## YOU DRIVE US

Rock River Laboratory has continually made customers the focus. Progress for the benefit of our industry and those we serve guides our business's decisions and actions. But don't take our word for it; try out our services and see for yourself! Our dedicated customer service team is ready to answer and address your questions, feedback, and needs. And our quality control programs are constantly reviewed to ensure our customers of all types build their own businesses on accurate information and support.

## OUR FOUNDATION: PROGRESS

Our roots run deep in the agriculture industry and we embrace technology for the greater good of progress. Rock River Laboratory has put its underlying driver of helping the industry, its farmers, and consultants at the forefront. We search for innovative ways to improve accuracy and service, and extend new capabilities to our customers. This industry is volatile, but we understand the highs and lows that our customers endure regularly, and we work diligently to find means to lighten the load.

## OUR TEAM

Our young, ambitious, and passionate second-generation team members ensure that Rock River Laboratory will be a sustained partner as these industries continue to evolve. This extension of the family team brings scientific, analytical, and agricultural knowledge to the table, which we consider a valuable combination. Carrying the torch of an established business, these members realize the importance of our customers and harbor the desire to lead by serving.



2014

Rock River Laboratory begins expansion internationally with 3RLab in Brazil

2014

Rock River Laboratory - Ohio opens in Wooster, Ohio

2014

Rock River Laboratory - North Central Wisconsin (NCWI) opens in Colby, Wis.

2014

Convenience Routes offering sample drop boxes are launched in Wisconsin

2015

Rock River Laboratory - Chile is opened in Temuco, Chile

2015

Rock River Laboratory - Argentina opens in Santa Fe, Argentina

2016

Plant Tissue Plus, Rock River Laboratory's plant tissue sampling and analysis app, is launched

2016

Rock River Laboratory - Northeast opens in Binghamton, NY

2016

Rock River Laboratory - Europe opens in Heiddorf, Germany

2019

Rock River Laboratory begins offering hemp analysis with help from Pride Analytics and Consulting

2021

Rock River Laboratory - Mexico opens in Torreón, Coahuila, Mexico

2021

Rock River Laboratory - Spain opens in Lalin - Pontevedra, Spain

# LOOKING FORWARD

Today, we continue to diversify our services. Rock River Laboratory is now found across the US and abroad, offering new services and technologies to help improve the accuracy of analysis to best agree with what is observed in the field - be it cows, corn, or beyond!



Learn more:



Rock River Laboratory, Inc.

[www.rockriverlab.com](http://www.rockriverlab.com)



@Field\_Updates

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