



Core Mission

“To enhance the economic and professional wellbeing of our Members by providing them with the most effective delivery of products and services.”

Statement of Purpose

“To be the preferred distributor of veterinary products across Canada and to be the leader in the provision of innovative business support services to meet the needs of our members, customers and suppliers.”

When fulfilling the Mission of WDDC, all initiatives will be designed and delivered so that they are:

COST EFFECTIVE – WDDC will strive to supply products to its members in such a manner as to allow for each member to remain competitive in their respective market place.

CONVENIENT – WDDC will strive to provide a “One Stop Shopping” opportunity for a broad range of products and services.

SERVICE DRIVEN – WDDC will serve its customers in a prompt, accurate and responsive manner.

Values

“In our daily activities, we will **CARE**:

Conduct business with integrity, respect, sustainability and prudence in mind.

Abide by the laws, rules and regulations of the government bodies and veterinary associations in the jurisdictions within which we conduct business.

Recognize that our most important resource is our people.

Encourage innovation, initiative and teamwork throughout the organization”

Mission Outcomes

- 1) Build & maintain the most cost-effective distribution system in Canada
- 2) Provide a complete range of products & services at a competitive price
- 3) Increase & accelerate the payout of patronage returns
- 4) Lead the industry in providing programs & services that improve the competitiveness of our membership
- 5) Maximize the return on assets through expansion of our distribution services
- 6) Achieve steady and structured growth