

Aurora Pharmaceutical

Leading With Innovation, Compassion and Commitment to the Future of Veterinary Medicine

Q: What is the journey you've taken to grow Aurora Pharmaceutical to where it is today?

A: With over 30 years of experience in veterinary practice and livestock production, I cofounded Aurora in 2009 with a mission to develop high-quality, innovative pharmaceutical solutions for both livestock and companion animals. Since then, we have grown from a modest startup into a nationally recognized pharmaceutical company headquartered in Northfield, Minnesota.

Today, Aurora operates a 125,000-square-foot, FDA-registered manufacturing facility that adheres to strict GMP guidelines. Our expanding product line includes prescription and nonprescription solutions for equine, porcine, bovine, poultry and companion animal markets — offering veterinarians and producers science-backed, dependable options for animal care.

Q: How do you support veterinary professionals outside of product development?

A: Aurora's impact extends beyond product development. Our team is deeply committed to supporting the next generation of veterinary professionals. Recognizing the financial challenges faced by students pursuing veterinary



Dr. Mike Strobel is the CEO and cofounder of Aurora Pharmaceutical. With over 30 years of experience in veterinary medicine and livestock production, he is driven by fostering innovation in animal health. Passionate about education and giving back, Dr. Strobel champions Aurora's scholarship program, supporting third-year veterinary students and investing in the future of the profession.

medicine, Aurora established a scholarship program specifically for third-year veterinary students. This program targets a critical time in the students' academic careers, when the pressures of clinical work, board preparation and tuition costs peak.

 **Investing in the future of veterinary medicine is just as important as the work we do today. We want to support students who will be tomorrow's innovators and caregivers.** 

In 2025 alone, Aurora awarded \$90,000 in scholarships to deserving third-year veterinary students across the country. The goal is to ease financial burdens while recognizing academic excellence,

leadership potential and a passion for advancing animal health.

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Q: How do you support veterinary professionals outside of product development?

A: This scholarship initiative is part of a broader culture at Aurora that values education, sustainability and community impact. The company continues to innovate with environmentally responsible practices and refining manufacturing processes to reduce their ecological footprint.

Aurora Pharmaceutical is not just manufacturing animal health solutions — it's helping shape the future of the veterinary profession. With a steadfast focus on innovation, education and service, Aurora remains a purpose-driven company rooted in science and compassion.

FOR MORE INFO: aurorapharmaceutical.com