



A Top U.S. Pork Producer

MetaFarms Platform Benefits

- Continuous improvements personalized to the customer's needs
- Superb customer service and true partnership
- Usable comparisons for inventory, calorie conversions, and animal weight
- Capabilities including weekly herd roll-up and ability to key actual inventory in without knowing the individual sow id's
- Time-saving features that allow the analysis of individual carcass data

Being one of the top US pork producers requires a software platform that not only leads the industry in innovation, but also provides unparalleled customer service and reliable data comparisons.

This producer with hundreds of sites in multiple states with all phases of production began their partnership with MetaFarms over ten years ago, when they needed a replacement to their out-of-date production database and hardware.

The Vice President explained that from the beginning of the company's relationship with MetaFarms, the two companies were partners in developing systems that would best suit the company's needs.

MetaFarms works to help companies develop solutions. The dedication MetaFarms shows to their customers allows every customer to provide input into the writing and future improvements of the MetaFarms system.

When first starting with MetaFarms, this producer required certain capabilities that were not yet incorporated in the MetaFarms platform. This included a weekly herd roll-up, as well as other inventory capabilities.

In response to customer needs, MetaFarms introduced concepts and wrote their system to incorporate the programs the company needed to be more efficient.

"That's when we first realized that we did have a true partnership," said customer, who heads the accounting and finance.

Since then, MetaFarms and our customer have collaborated not only on enhancing software capabilities and the platform's flexibility to better meet the company's needs, but also on other outside reporting projects.

The MetaFarm software is now used to gather data from the producers vast inventory system. The platform provides the company with the ability to make comparisons with



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reliable information and data from their operation. The producer can track their current progress, as well as pinpoint and evaluate any aspects that need improvement.

“It works well to be able to roll-up data from the sow side of the business or grow finish side of the business,” the VP of Production said.

When importing mass amounts of data, MetaFarms Feed saves the company’s accounting department valuable time. This feature allows for analysis of detailed diet and ingredient data across all feed mills.

MetaFarms also allows for the importing and analysis of detailed individual carcass data, which is crucial when selling to multiple packers and plants.

While efficiency is important in data analysis, data comparisons are where companies truly gain a better understanding and overview of their operation. It is crucial that these comparisons be reliable and understandable across an entire operation

“MetaFarms goes to great lengths to make things apples to apples on the finished side, whether it be trying to take pricing out and see how well your animals convert calories or getting them to common weights and making some adjustments so that everybody is looked at on the same weight gain,” explained the powerhouse.

In addition to universally acceptable data and a developmental partnership, MetaFarms also provides exceptional customer service and support. Everyone at the producer recognizes that the support provided by MetaFarms is unsurpassed, and they go above and beyond in being attentive and providing personalized support on all levels.

“We have a very strong working relationship with the backroom of MetaFarms,” said the Vice President.

The producer added that customer service is “awesome.”

The team is looking forward to continuing to grow and expand their vision and partnership with MetaFarms as they build towards the future.

Lisa Butler, sales executive for MetaFarms, notes that several of the requests and refinements suggested by this customer will be part of future updates by MetaFarms.

“This is how MetaFarms works with customers,” she added. “We carefully consider what customers are requesting and place it into consideration when planning our continuous platform updates.”