

Contact: Lisa Butler
Phone: (952) 215-3224
Email: lbutler@metafarms.com

MetaFarms Expansion in Ag Industry Continues

MetaFarms, Inc., the leading provider of information solutions to the animal Ag industries announces the general availability of its Flock Manager application for the turkey and broiler markets. The Flock Manager application gives growers a solid data foundation and a set of applications that “tie everything together” across the growth phase of poultry production. Flock Manager will bring value to growers as well as processors, providing production data and insight to the entire supply chain. MetaFarms is excited to formally announce the release of its cloud application for the poultry industry, Flock Manager.

After working over the past two years to complete the translation, the system is complete and ready for general availability. Working closely with both broiler and turkey pilot customers, the system integrates detailed flock information into a single platform that includes nutrition, health, location, movement, and settlement data into a single robust platform. “The ability to analyze my active flocks as well as to quickly look at the closed settlement data allows me to make day to day decisions with more confidence” states Chad Larson, independent turkey grower. “Having the data organized into a single system allows me to spend more time growing my birds and running my operation.”

In addition to the launch of the Flock Manager application, MetaFarms has added Erik Nankivil as a sales executive to the sales team. Erik started in his official capacity on March 3rd and brings a wealth of animal nutrition, pork production and industry insight to MetaFarms based on his 30 years of agriculture experience. Erik will be based in the Burnsville, MN office and will have a national focus as we look to expand beyond our core market area.

“With our continued innovation on our swine platform and the addition of other species to our portfolio, it is critical to have expertise on staff that can augment our animal production knowledge.” said Chad Becker, President and CEO of MetaFarms. “We are truly excited about the value Erik brings to our customers as well as our team as we help producers to make better data driven decisions about their operation.”

About MetaFarms

MetaFarms’ cloud-based software applications enable livestock producers to more effectively manage and make superior decisions through the use of data.

For more information, go to www.metafarms.com.