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## MetaFarms Teams up with Myriad Mobile to Accelerate Enterprise Ag Strategy

*Leading ag-tech companies to develop best-in-class solutions for producers*

Burnsville, MN and Fargo, ND, June 2, 2017 – [MetaFarms Inc.](#), an industry leader in animal production software and [Myriad Mobile](#), a software technology company focused on mobile, have formed a strategic alliance to develop new technology solutions for ag producers.

“In a fast-paced world, complex decisions require complex insights that are easy to use and understand,” said Brian Parker, vice president of market development for MetaFarms. “The goal of this new partnership between MetaFarms and Myriad is to champion new ideas, co-develop products across the agriculture enterprise, and build integrations to lead the innovation of mobile technology to serve emerging needs of the industry.”

Launched in 2000, MetaFarms, Inc. developed a collaboration software platform for all phases of livestock production. The company has grown into a global leader in livestock data analysis and became the industry standard for animal production software. Their web-based platform, with the same name, is built on world-class database technology that enables secure on-demand data access for its diverse global customer base spanning the largest protein businesses to the smallest.

“MetaFarms has been a leader in animal production software for more than a decade,” said Parker. “We recognized the opportunity to integrate mobile technology to speed the collection and dissemination of data across the enterprise agricultural industry, connecting on-farm and in-office decision making.”

The companies have inked an agreement to identify and create industry-leading mobile solutions that connect the “farm-to-fork” supply chain providing quality technology solutions for livestock producers. This new partnership between MetaFarms and Myriad Mobile allows the group to build mobile solutions across the agriculture enterprise at a rapid pace, to stay ahead of industry demands. The tight integration between supply chain elements ensures that animal production remains on the cutting edge of technology.

As technology leaders in grain and animal production, this partnership will continue to innovate how mobile technology serves the emerging needs of its customers. As such, MetaFarms has made a strategic investment in Myriad’s agricultural division.

“To maintain our leadership we could build an internal mobile team or find a trusted app development partner,” added Parker. “Myriad was clearly the best option to rapidly build out a robust enterprise ag strategy to serve the emerging needs of our customers,” he added.

Myriad Mobile, founded in 2011 on the North Dakota State University Campus, has grown rapidly and established itself as a leader in the ag tech space. Currently the Fargo-based firm has nearly 40 employees and has deployed more than 350 mobile apps. In 2016, Myriad was recognized as a top app developer in the Minneapolis region by [Clutch.co](#), and was named to the Inc. 5000 List of America's fastest growing companies. The company also recently inked deals with industry leaders, John Deere, Bobcat and The Arthur Companies.

"The need for data and use of technology have brought a pivotal moment to agriculture that will shape the industry for years to come," said Peter Schott, partner at Myriad Mobile. "We've also seen rapid adoption of our apps among producers which tells us producers are embracing it."

Under the agreement, the companies will also make mutual investments in marketing, product development and customer referrals. They plan to create co-branded promotional materials, attend trade shows and collaborate on industry innovation thought leadership initiatives.

"As the magnitude and complexity of on-farm decisions continue to expand, so do the impacts of those decisions to the farmer's bottom line," said Parker. "Having detailed, on-farm insight integrated into MetaFarms' enterprise platform will help farmers understand true impact throughout their operation."

The companies have worked together on several projects, and recently launched the app [MetaFarms Sow Mobile](#), a nominee for new product of the year with National Hog Farmer. Their teams also share deep Midwestern roots and strong background in and passion for farming and livestock production.

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### **About MetaFarms**

[MetaFarms](#), Inc. is a global leader in animal production software headquartered in Burnsville, Minnesota. Through its award-winning family of products, MetaFarms provides a comprehensive suite of livestock enterprise management applications to help protein businesses of all sizes and animal species meet the complex challenge of sharing and managing information on demand. The MetaFarms web-based platform is built on world-class database technology utilizing the latest tools for secure data on-demand.

### **About Myriad Mobile**

[Myriad Mobile](#) is software technology company focused on mobile, headquartered in Fargo, North Dakota with multiple Midwest locations. Founded in 2011, the firm is focused on helping businesses and organizations solve problems through inventive technologies and platforms, including Android, iOS, Web, API integrations, virtual reality, beacons, IoT and wearables. Myriad was named to the Inc. 5000 List of America's fastest growing companies and also recognized as a top app developer in the Minneapolis region by Clutch.co.