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MetaFarms completes recent integrations to connect all phases of pork production

Independent ag platform links to multiple industry systems for seamless interaction

Burnsville, Minn.– [MetaFarms, Inc.](#), the information platform for agriculture, recently completed integrations with multiple industry systems to connect all phases of pork production for seamless interaction. The integrations bring the independent platform and portfolio of cost and time saving solutions to full functionality with even more to come.

Integrations with Electronic Sow Feeder (ESF) systems and the Pork Checkoff have now moved from beta to full production within the MetaFarms Ag Platform (MAP). These recent integrations add to the growing list of current connections within the platform including imports from feed mills, packers and common accounting software.

“Like many sectors of agriculture, we live in an industry of fragmented processes and information silos where redundant work is costly and prone to errors,” said Brian Parker, MetaFarms Chief Operating Officer. “If we can connect the silos, streamline processes and improve accuracy and efficiency—it will save both time and costs for our producers, while providing roll-up and comparison reporting to drive better business decisions.”

Nedap’s ESF systems are now fully integrated to the platform with real-time information available within the SOW ENTERPRISE next generation record-keeping software program. The MAP also has integrations with other ESF systems. The MetaFarms team will continue to add new as the market demands and can also create custom integrations based on customer needs.

“We have saved a lot of double entry and reduced paper records,” said Mike Boerboom, owner of Boerboom Ag Resources. “The talk back and forth with the ESF has worked very well and I really like the real-time data. We can look up and see how the days and weeks are going and make any adjustments.”

MetaFarms also completed integration with the Pork Checkoff through its ASSURANCE compliance and quality management program. With the integration, producers can use the MAP to satisfy PQA Site Assessment requirements. The new PQA, in addition to the FACTA integration, streamlines the compliance process with preloaded industry-standard forms and direct submission capabilities, as well as saved and compiled audits.

“We see many producers overwhelmed with the demands of day-to-day operations with little time left for anything else,” added Parker. “With the MetaFarms’ Ag Platform, our goal is to reduce data entry, improve accuracy and eliminate redundancy so their team can focus on animal care.”

Producers and advisors can leverage the MAP and ASSURANCE program to complete PQA site assessment audits in the field via the mobile app and then automatically submit to the National Pork Board all within one integrated platform.

“Ultimately, the goal is to modernize livestock production by simplifying the complex with detailed information, relevant reports and industry integrations to reduce cost and increase profitability,” concluded Parker.

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About MetaFarms, Inc.

MetaFarms, Inc., founded in 2000, is the leading information platform for agriculture headquartered in Burnsville, Minnesota. The agtech company provides tools, benchmarking and services leveraging data to optimize production and maximize profitability in the livestock industry. With innovation and expertise, MetaFarms provides insights into the multi-level performance of production through a suite of customer-centric programs to translate complex data sets to meaningful metrics.

MetaFarms created the universal language for livestock performance powered by its MetaFarms Agriculture Platform (MAP) now considered the industry standard. MetaFarms has grown into the industry leader for livestock production management software having insights into 40% of the US/Canadian swine population in addition to 50% of the swine population in Australia.

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