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**June 2, 2011**

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### **MetaFarms' Sales Manager Featured in New Product Tour**

BURNSVILLE, Minn.

MetaFarms Inc., a leading provider of information systems to livestock producers and the company behind Sales Manager, is featured in this year's New Product Tour sponsored by *National Hog Farmer* magazine during the World Pork Expo, June 9-10 in Des Moines, Iowa.

This year's New Product Tour highlights pork industry innovators that have introduced products and services designed to help producers save money and improve efficiency. Pork industry experts will be judging the products and sharing their reviews in the July 15, 2011 issue of *National Hog Farmer*. Individuals attending the Expo can vote for the Producer's Choice New Product award at the *National Hog Farmer* booth (#623 Varied Industries Building).

MetaFarms' Sales Manager links detailed finishing group records to market hog sales data. Records can be imported automatically from fifteen packers making it possible for pork producers to track and measure carcass data at the individual pig level. Having this data at hand makes it easy to figure out what market weights give them the best price for a load. At the same time, the software gives producers access to 'one-click' reports for fast feedback on load-by-load weight distributions. This enables them to effectively manage the process of selecting and loading the right pigs onto trucks when selling out of finishing barns which helps them reduce sort loss.

"Tracking and analyzing the details behind market hog sales and carcass data has been a missing piece in pork producers' management systems," says Dr. Tom Stein, CEO of MetaFarms. "Every single pork producer in North America needs to put this functionality in place right now. There's nothing a producer can do on the cost side of the business that even comes close to the bottom-line, cash-in-your-pocket impact that more effectively managing market hog sales gives you"

Using Sales Manager, producers can set sales targets, continuously see load-by-load weight distributions, schedule market shipments and run comparison reports across all the packers they use.

"With the challenging economic conditions of the pork industry, Sales Manager helps us identify the optimal market weight to maximize profit and make better sales decisions," said Dr. Craig Rowles, President of Elite Pork Partnership.

During the World Pork Expo, please visit the MetaFarms booth (#128 Varied Industries Building) to see Sales Manager in action and learn more about the company's other software applications and services.

#### **About MetaFarms**

MetaFarms provides a comprehensive and award-winning suite of software services designed to help agri-businesses of all sizes and animal species meet the complex challenge of sharing and

managing information on demand. i-Production, MetaFarms' animal enterprise management software for pork producers, features three integrated applications: Sow Manager, Finish Manager and Sales Manager. MetaFarms' software enables producers to more effectively manage their businesses and helps them reduce costs, enhance yields, improve margins and monitor animal health more efficiently.

For more information, go to [www.metafarms.com](http://www.metafarms.com).

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