



For immediate release

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Farmfit® from STgen™ - Individual Care on a Large Scale

From the company that brought you the revolutionary genetics for Feed Conversion Efficiency EcoFeed® and Ultraplus™, the most fertile gender-sorted semen in the industry, comes the next technology, Farmfit®. Farmfit® is an animal management platform based on a new innovative smart bolus that monitors each animal in the herd bringing individual care on a large scale.

“STgen™ is dedicated to bringing the agricultural industry the solutions it needs to sustainably feed the world,” says Juan Moreno, STgen™ Chief Executive Officer. “Farmfit® is the latest technology in our Integrated Approach of programs giving dairy farmers peace of mind, while optimizing animal welfare.”

Farmfit® is an easy to administer smart bolus that provides lifetime monitoring for animals from calves to cows. The bolus connects most aspects of on-farm animal management including identification, growth and weight, health protocols, and reproduction to bring them into one animal management platform for the farm team. It sends individual health signals for monitoring cattle 24 hours a day, 7 days a week. In calves, Farmfit® alerts to temperature changes to enable earlier intervention and to reduce severity of health problems. In cows, it monitors daily activities to optimize productivity and health, and to focus labor on times when animals need assistance.

“One of the advantages of a technology like Farmfit®, is that in a day when there’s large consolidation, and dairies are getting larger and larger, it enables us to get the animal care back to the individual level,” adds Mitch Hockett, STgen™ Farmfit® Manager.

It is an integrated herd approach to maintain a consistency in animal traceability and optimize labor efficiency. The smart bolus allows farmers to stay connected to their herd anytime and anywhere, by collecting data and sending it to a phone or tablet application. Farmers and their teams receive real time updates through the application with the ability to quickly locate the animal in need of intervention. Farmfit® comes with a starter kit that includes everything needed for easy installation.

Farmfit® optimizes time and labor management to bring dairy farmers more time, more health and more profits. It is now available to dairy farmers looking to monitor their herds from the inside out. Farmfit® is now available to dairy farmers in the U.S. and the Farmfit® team is working to make this smart monitoring bolus available to other markets in the future.

Located in Navasota, Texas, STgen™ is making the world greener, more sustainable and profitable. By improving herd genetics through science and technology, we believe that the best way to predict the future is to create it, while feeding the world with our passion for the beef and dairy industries. The STgen™ Integrated Approach to management combines cutting edge genetics, innovation driven programs and gender-sorted semen to aid farmers in improving cattle performance to feed the world while reducing their carbon footprint.