



Contact: Sara Horst, communications specialist
570-441-1973 | shorst@selectsires.com

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*High-resolution photos available at request.

Select Sires Launches New Mobile App with Sire Search

PLAIN CITY, Ohio, October 22, 2020 – Select Sires has developed a full-service sire search mobile application for farmer-owners. This easy-to-navigate app is available at no cost on the Apple App Store and Google Play Store.

“As we set out to create an app for Select Sires’ farmer-owners, we identified three key goals: quick, easy-to-use and offline data access,” said Jess Peter, senior business analyst at Select Sires. “We are excited to make this app available to dairy farmers and have confidence that the features will bring great value to herds of all sizes and breeding goals.”

The Select Sires Mobile app was designed with offline capabilities and a noticeably small download size. For farmers without wireless connection or limited access to cellular data, the app remains fully functional at all times and in all places after the initial download. Customizable, in-depth search filters allow users to identify the sires that best fit their genetic criteria. With the ability to create lists and save favorite sires, genetic information is made readily available in the palm of your hand. The Select Sires Mobile app was also built for collaboration with the ability to export genetic data, sire lists and individual sires as PDF documents or CSV files. These exports can be easily shared with your local Select Sires representative, team member or trusted advisor. Data will be refreshed regularly, including sire summary releases and monthly Zoetis information, to provide farmer-owners with timely information as they make genetic decisions for their herd.

The app is available in multiple languages, including Spanish, French, Portuguese and English. Download the Select Sires Mobile app today in your device’s app store for use on mobile phones and tablets.

Based in Plain City, Ohio, Select Sires Inc., is the largest global A.I. cooperative and is comprised of six farmer-owned and -controlled local organizations in the United States. As the industry leader, it provides highly fertile semen, as well as excellence in service and programs to supply dairy and beef producers with the world's best genetics.

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