



PRESS RELEASE

LWR SELECTED BY INDUSTRY EXPERTS TO PARTICIPATE IN INAUGURAL GLOBAL DAIRY TECH START-UP SPOTLIGHT

World Dairy Expo endorses event to showcase digital technology companies actively commercialized in the North American dairy market.



FOR IMMEDIATE RELEASE

Calgary, AB (September 24, 2020) – Even in the most uncertain of times, companies like Livestock Water Recycling, continue to step-up to the plate to meet the needs of dairy producers. While World Dairy Expo has always been a launch pad for cutting edge technologies, with the cancellation of this year’s event, they have endorsed the first ever Global Dairy Tech Start-up Spotlight, a platform that will introduce ten of the most exciting digital dairy technologies to dairy producers around the globe. Hosted by [AgriTech Capital](#), the Spotlight will bring together ten elite dairy technology companies, including LWR, to meet with dairy farmers, virtually.

On track to recycle one billion gallons of manure this year, LWR will use this opportunity to invite the dairy industry to go digital with their manure! The PLANT system by LWR features the highest level of automation and digitization in the manure treatment market, and LWR CEO Karen Schuett is thrilled to be asked to present their latest technology developments to the industry. “We have reimagined nature’s perfect fertilizer by digitizing manure to help producers measure it, manage it, and make money from it” says Schuett.

“After really listening to our clients talk about their ongoing struggles with manure management, we have developed a digital platform to layer on top of our existing manure treatment system to make our system easier to use and create more value. This leverages our years of historical manure data to create even more value for producers and we are thrilled to share these details directly to producers.”

The event will be divided into two parts, a showcase of the ten companies followed by a panel discussion with industry experts. The presentations will be fast-moving as each company will have five minutes to showcase their technology, business model and experience with producers. After the pitches are complete, a short discussion revolving around dairy farms of the future and the role technology will play will take place amongst the industry experts involved in this event.

Serving as the industry experts on the panel and as the selection committee are three independent dairy experts who are recognized leaders in digital dairy technology. The trio is comprised of Marcia Endres, PhD, Professor and Director of Graduate Studies, Animal Science, University of Minnesota-Twin Cities, Joao H.C. Costa, PhD, Professor, Dairy Science, University of Kentucky and Jeffrey Bewley, PhD, Analytics and Innovation Scientist at Holstein Association, USA.

“It is clear that digital technologies are the future of dairy farms,” shared Aidan Connolly, AgriTech Capital President. “We see changes happening so fast that the connected farm is likely to be the norm within the next 5 years. There are a lot of digital dairy technologies out there and it is not always easy for producers to navigate between them all. The Global Dairy Tech Start-up Spotlight is a platform to showcase the selected ten leading digital companies, with the idea of offering them an opportunity to present their technology to producers and answer some commonly asked questions they might get at a trade show from producers. All the start-ups selected propose solutions that solve a critical problem for dairy producers and as a result help them maximise efficiencies, profitability and production. This is an extraordinary opportunity for them to show their products in action!”



WORLD DAIRY EXPO

While the global dairy industry would normally be meeting in Madison, Wisconsin on October 1 for World Dairy Expo, WDE is proud to endorse this virtual event in lieu of its show cancellation, and have even discussed a synergy for the two events in the future.

“The Global Dairy Tech Start-up Spotlight is in line with the spirit of World Dairy Expo, showcasing some of the newest technologies available to the dairy industry from young companies,” said Scott Bentley, World Dairy Expo General Manager. “Expo is delighted that it is taking place and is exploring the possibility of making it an in-person feature at the 2021 show.”

The ten companies selected for the Spotlight each have a digital based technology for dairy such as robots, cameras, sensors, drones or blockchain and answer a specific need from producers like feed bunk management, cow behaviour monitoring, cow health, milk quality and manure treatment. LWR will be joined by [Advanced Animal Diagnostics](#), [Cainthus](#), [EIO diagnostics](#), [Labby](#), [Milc group](#), [PharmRobotics](#), [Soma Detect](#) and [Zisk](#).

The Dairy Tech Start-up Spotlight will be hosted on October 1, 2020 at 1 p.m. (CST) with free event registration available now at dairystarupspotlight.com.

About AgriTech Capital

Established by Aidan Connolly in North Carolina in 2018, AgriTech Capital is a resource for new and established companies working at the interface of agriculture and technology. AgriTech Capital has aided governments, fortune 500 food companies and large agri-businesses on their AgTech strategy while also helping 12 start-ups finance and design their sales and marketing strategies. These companies have since launched new products, expanded across the globe, raised millions of dollars in capital, and moved from concept to profitable. Connolly also contributes to a wide range of publications in agriculture and business, including Forbes. More information about the Global Dairy Tech Start-up Spotlight is available at <https://dairystartupspotlight.com/>.

About Livestock Water Recycling

LWR is an award-winning global manufacturer of an on-site fertilizer PLANT. This patented technology platform provides hog, dairy, anaerobic digester, and food processing operations the ability to recycle clean water and fertilizers from nutrient laden liquids. LWR's approach to manure treatment achieves triple-bottom-line outcomes: meeting the growing demand for food, increasing farmer profitability, and protecting the environment and public health. LWR's fertilizer PLANTs save farmers time and money by providing them with a cost-effective solution to manage manure and bioliquids in a sustainable manner. LWR has systems operating throughout Canada, the US, the Middle East, and soon, the United Kingdom. For more information, visit: www.livestockwaterrecycling.com

For more information please contact:

Lisa Fast

T: 403 203 4972

e: lisa.fast@livestockwaterrecycling.com