



PRESS RELEASE

LWR PARTNERS WITH VYLA TO CONNECT MANURE DATA WITH DAIRY STAKEHOLDERS FOR INCREASED TRANSPARENCY AND SUSTAINABILITY

LWR joins transformative dairy movement that connects the farm, the supply chain, and the consumer in the interest of elevating the entire industry.



FOR IMMEDIATE RELEASE

Calgary, AB – (April 22, 2022) Livestock Water Recycling (LWR), the innovator of data-driven, waste-to-worth manure processing systems, has partnered with VYLA, a cloud platform built around collaboration. Part data platform and part catalyst for a transformative dairy movement, VYLA is the thread that connects the farm, the supply chain and the consumer in the interest of elevating the industry. LWR is thrilled to be part of the industry community that VYLA is developing with their suite of supply chain software apps that bring connectivity, transparency, and collaboration to the dairy and agriculture ecosystem.



VYLA operates using a shared platform that helps dairy producers identify process inefficiencies, leverage data insights for better forecasting, and scale their businesses for continuous growth. Through increased visibility, consumers, retailers, processors, suppliers and producers are empowered with confidence and trust. The platform allows users to capture and share insights and data from their farm, including factual information around progress toward demanding sustainability goals.

Last April, VYLA launched its mobile-first application — Ascend — to allow dairy managers and teams to visualize their dairy operations and performance metrics and drill down to data source applications. **Ascend links all power players together, democratizes big data, and paves a pathway for comprehensive sustainability.**

Ascend analyzes barn and animal metrics and has a high level of customization, sharing, and preference features. Users can select and edit metrics through customizable widgets and the data can be shared, aggregated, and assigned in tasks to other team members. All dairy industry players can address issues such as the livelihood of herds and nutrition value of dairy products through automating work processes.

Manure impacts nearly all facets of the farm - from soil health and crop yields to animal care and antibiotic usage, environmental stewardship, CI scoring, long term succession planning and the financial bottom line. While manure data is a valuable tool for nutrient management planning, regulatory compliance, and as the basis for emission inventories, this data is often scarce, old or poorly documented. By integrating manure data into the Ascend app, producers will have access to another helpful metric that can be easily aggregated, shared, or used for a multitude of planning purposes.

“VYLA’s goal is simple: to collect information and perspectives free from any bias and share with all of us involved in producing, processing, selling and consuming dairy products. With this knowledge, we believe our industry will begin its next great chapter — one built on trust, traceability and progress” says Tim Taylor, VYLA CEO.

“We see incredible value in a connected dairy ecosystem, and we believe that collaboration can create new growth opportunities for dairy producers while offering peace of mind to consumers who are demanding transparency at every level of food production. By working together, we can offer robust insights to every stakeholder along the dairy value chain” says Karen Schuett, Co-Founder and CEO of LWR.

April 22nd is Earth Day and an important reminder that we are all connected to a common future on the planet we all call home. VYLA integrates the dairy industry to better connect with the customer. The outcomes of this integration include:

- **Farmers** have access to meaningful data that inspires industry-wide transformation by taking risk out of changing farming practices
- **Processors** get a competitive advantage by seeing the origins behind their ingredients so they can create products that are better suited to consumer tastes
- **Retailers** can offer radical transparency from soil to shelf and everywhere in between so customers know every product’s story
- **Consumers** can see where their food comes from, how it is produced, and what impacts it is having on sustainability and the environment
- **Other stakeholders** can get access to key insights to better help drive progress.

LWR is proud to join three of the world’s most forward-thinking dairy companies — [Nestlé](#), [Land O’Lakes](#) and [Lely Group](#) — who have also partnered with VYLA to raise the standard for the industry. Other VYLA partners include [Bossa Nova Ag](#), [Intellync](#), [SomaDetect](#), [Turntide](#), [VES-Artex](#), [Total Dairy Solutions](#), [Cattle Eye](#), [HydroGreen](#), [ABS Global](#), [Nedap](#), [Beck’s Hybrids](#), and [the Cow Tech Report](#). LWR is VYLA’s only manure partner.

As the newest member of the VYLA community, LWR will engage in the annual VYLA Elevate Summit, and will participate in VYLA Roundtables, dairy visits, and the Elevate Webinar Series. LWR will also be integrated into the Ascend mobile application. Ascend connects existing mobile applications for better visibility and functionality and is available for free download on iOS or Android.

About VYLA

VYLA is an enterprise software company serving the food ecosystem with data aggregation, connecting technologies and decision analytics. The company is committed to the acceleration of digital transformation and sustainability in the food industry. VYLA was originally founded in 2020 focused on the needs of the dairy industry through sponsorship by Nestle, Land O Lakes and Lely and now works to serve dairies and companies across the dairy supply chain. For more information, visit: www.vyla.com

About Livestock Water Recycling

LWR is an award-winning global innovator of the on-site fertilizer PLANT™. This patented technology platform provides hog, dairy, anaerobic digester, and food processing operations the ability to selectively extract particles from biosolid stream allowing for the best use of the liquids - recycled clean water, fertilizers, biogas feedstock. LWR's approach to water 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 the US, the Middle East, and the United Kingdom. For more information, visit: www.livestockwaterrecycling.com

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