

MEDIA RELEASE

GroWest Ag Ventures Ltd. joins the METOS Canada dealer network

WINNIPEG, MB – December 17, 2020 – METOS[®] Canada Limited Partnership is pleased to announce GroWest Ag Ventures Ltd. has joined their dealer network. This partnership provides farmers in west central and northeast Saskatchewan new access to critical agricultural weather sensors, software and services to enhance decision-making on their farms.

“We are very excited to welcome Shannon Winny, Owner of GroWest Ag Ventures Ltd., to our dealer network,” says Marty Cook, Vice President – Premium Services, METOS[®] Canada. “Shannon has a passion for Canadian agriculture and ensuring her customers have tools in place to increase productivity.”

METOS[®] Canada is a digital ag solutions provider offering remote field monitoring, weather monitoring and forecasting, water management, disease modeling, insect monitoring and nutrition management data that helps western Canadian farmers lower their costs and increase yields.

“The tools available through METOS Canada align closely with my own goals of offering farmers in my area access to unbiased information while also improving their bottom line,” says Shannon Winny, Owner of GroWest Ag Ventures Ltd. “I am very excited to use the METOS technology and offer it to my customers.”

Winny notes that she believes farm trials should be designed around the traits on each operation, as every farm operation is unique. She says that providing up-to-date technology that gives farmers easy access to affordable precision information is key to their success. Her own farming background gives her insight into what farmers are facing and motivates her to help others increase production efficiencies on their own farms.

“I am especially excited about the METOS Canada MobiLab for on-farm soil testing because of how quickly we can access field conditions without having to send samples to Ontario or the U.S.,” she says. “This considerably shortens the time to get test results and means decisions can be made within hours instead of days.”

METOS[®] Canada Limited Partnership provides carefully curated subscription-based packages suited for agronomists and farmers and backed by local dealer support. Included in all subscription packages is integrated hardware and software technology, ongoing training, a comprehensive warranty, in-field services and regular equipment and software upgrades. Our dealer network is fully supported by training and support resources.

GroWest Ag Ventures Ltd. is an independent agronomy and farm management consulting business based in west central Saskatchewan. Owned and operated by Shannon Winny, GroWest strives to help farmers increase their production with efficient, cost-effective planning as farmers work hard to do their part to feed the world.

-30-

METOS[®] Canada is a joint venture with Glacier FarmMedia and Pessl Instruments. Backed by a global network with over 35 years of experience in agricultural weather sensors, software, service and training, METOS[®] Canada supplies leading-edge products and innovative solutions for agronomists and farmers to help them successfully turn information into profit.

For more information, contact:

Marty Cook, Vice President–Premium Services, METOS[®] Canada | mcook@farmmedia.com | 204-807-1071