PRESS RELEASE
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For Ro-Main, Artificial Intelligence is the Future of Pig Precision Reproduction

Saint-Lambert-de-Lauzon – These are the words cited by Francis Pouliot, engineer and product manager at Ro-Main, to explain the reason of their recent global acquisition of all PigWatch® sow precision insemination planning technology rights.

“It has now become very obvious to us that the thriving pig producers of the future will be those who will have embraced cutting edge and highly performing technologies such as PigWatch®, to maximize productivity and profitability in their sow production facilities.”

Since 2008 and until very recently, Ro-Main, a Canadian based company, had been working hand in hand with the Italian PigWatch® system inventor, to develop and bring to the worldwide market this unique leading AI technology, which is an innovative system that permits to precisely predict the optimal moment of sow insemination, through 24/7 electronic sow behavior monitoring and state-of-the-art artificial intelligence algorithm analysis.

In the recent years, Ro-Main also commissioned the Quebec Swine Development Center (CDPQ) to carry out a thorough independent scientific study that proved the capacity of PigWatch® to predict the optimal moment of insemination in relation with sow ovulation.

Strong of its sound reputation of being a worldwide leader in the field of innovative pork production technologies, and having become the sole proprietor of all PigWatch® technology rights, Ro-Main is therefore in full control of all PigWatch® development, manufacturing and marketing aspects.

The timing of this PigWatch® technology acquisition coincides perfectly with the launching of the new 2016 PigWatch® version, which combines ease of use and unequalled performance, resulting from several years of ongoing improvement and farm testing.

“As much as Contact-O-Max has proven to totally revolutionize the world of artificial insemination to this day, as much we believe that PigWatch® artificial intelligence stands as the spearhead of the next revolution in the field of modern sow artificial insemination”, concludes Francis Pouliot.

About Ro-Main

Ro-Main designs, manufactures and markets unique, innovative, and outstanding pig and chicken barn products and technologies that significantly enhance productivity and profitability, while making work much easier and safer. The enterprise markets products and services worldwide, namely in North America, Europe, Asia, and Oceania.

Ro-Main’s sound experience in pig reproduction results and dates from the time of its foundation in 1999, when the two owners and pig producers themselves, Robert and Germain Labrecque, invented a motorized remote-controlled boar cart known as Contact-O-Max, which reputation is now established worldwide.
For more information, visit: www.ro-main.com

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