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Images available for download: <http://bit.ly/2i12wY2>

## **Nedap recognizes New Standard Group as outstanding dealer**

*New Standard supports ESF as a tool for successful management of sows in groups.*

Pipestone, Minn. [Jan. 19, 2017] – Nedap Livestock Management has recognized New Standard Group as a successful dealer of Nedap equipment and technology and a leading supporter of group sow housing with electronic sow feeding (ESF) in North America.



“New Standard Group is an experienced supplier that has gained the trust of many North American pork producers through their industry leadership,” says Brad Carson, swine equipment sales manager with Nedap U.S. “They have been a respected Nedap partner for decades, and we are proud to work with them.”

With locations in Manitoba and Alberta, Canada and South Dakota, U.S., New Standard Group has been working closely with Nedap to create awareness of electronic sow feeding (ESF) systems in North America. For more than a decade, they have supported the use of ESF as a tool for successfully managing sows in large groups.

New Standard Group helps producers understand that ESF systems are more than standalone pieces of equipment. Their team explains how ESF can help optimize sow performance in group gestation pens by supporting the needs of individual sows within the group. They also showcase how ESF is one part of a complete system for efficient sow management. The New Standard Group and Nedap partnership supports projects from the planning stage until farm operation is underway.

“We are proud to offer Nedap technology to our customers and are proud to have been an integral part of Nedap’s success in North America,” says Tim Kurbis, president at New Standard U.S. “As of 2016, the New Standard Group has sold more than 1,200 ESF stations, and our facilities are feeding more than 75,000 sows.

“Nedap is a world leader in automated solutions for pork production, allowing us to provide dependable, flexible solutions to our customers. The New Standard Group is excited about the future and the relationship we have with Nedap,” adds Kurbis.

For more information about tools for feeding sows individually in group housing, contact Brad Carson at (712) 435-7546 or [brad.carson@Nedap.com](mailto:brad.carson@Nedap.com), or go to [www.nedap.com/sowmanagement](http://www.nedap.com/sowmanagement).

Nedap is a global leader in livestock equipment and management systems. With a goal of creating technology that matters, Nedap has developed, manufactured and sold intelligent technological solutions for swine management for more than 35 years. Nedap is focused on both herd productivity and performance worldwide, offering smart, sustainable solutions in all parts of the production cycle for a profitable, individual approach to managing swine in large groups.

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**Suggested cutlines:**

**Electronic Sow Feeder.jpg:** *Nedap has recognized New Standard Group as a leader in the development of group sow housing, in part through sales of electronic sow feeding systems (ESF) such as the one pictured here. ESF helps producers manage individual sows within group settings. When a sow enters the gate into the feeder, she is identified by her RFID ear tag and delivered a portion of feed specific to her needs. To minimize sow aggression, this pen is designed so a sow cannot re-enter the feeder immediately upon exiting.*