



FOR IMMEDIATE RELEASE



DHI Releases Major Update to its Popular Mobile App

(Guelph, ON – December 13th, 2016) CanWest DHI is pleased to announce the release of a major update to its Mobile DHI app.

The app, which is still relatively new, has been very well received by customers with already over 500 herds signed up to access their data via Mobile DHI.

According to Richard Cantin, Manager of Marketing and Product Development, “our customers have been providing us great feedback and suggestions about changes and enhancements they’d like to see and we’re excited to deliver on those requests.”

Highlights of the update include a new and improved look and feel, an expanded Herd Dashboard with 25 key performance indicators, the ability to customize information on the Cow List, and from the Cow Profile page a direct link to CDN and Holstein Canada websites for complete genetic and pedigree details.

The ease and convenience of data access is the key benefit of Mobile DHI. Cantin adds, “the adoption rate of smartphones is already quite high within the dairy industry and continues to grow. In particular, younger producers are telling us they prefer retrieving information via their phone versus paper reports, or even the internet. Mobile DHI is in response to those changing needs.”

Cantin concludes, “Mobile DHI has the same great information that our customers are used to, and now in a format that is convenient and easy.”

The app is available for Android and Apple devices, and once downloaded from the App store, producers simply have to contact CanWest DHI for enrolment and details on accessing their herd data, including personal identification number (PIN) which controls data access. The app is free of charge, however a monthly fee applies for herd and cow data access.

For more information or to enroll, talk to your local DHI representative, visit www.canwestdhi.com, or contact DHI at 1-800-549-4373.

CanWest DHI is a non-profit milk recording organization, providing profitable dairy management solutions to dairy producers across Ontario and Western Canada.

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