



# GrowSafe Selected to Present at WBT Innovation Marketplace in San Diego

/EINPresswire.com/ Calgary, Alberta, September 27 2012 – [GrowSafe Systems Ltd.](#), (GrowSafe) announced today it has been selected to present at the tenth annual 'World's Best Technology', [WBT Innovation Marketplace](#) presented by Northrup Grumman taking place October 24 – 26, 2012 at the San Diego Convention Center. GrowSafe is among 130 companies and technology innovators from across the globe that was individually chosen by the WBT Selection Committee to present during WBT 2012.

"We're not the typical 'emerging' company" said Camiel Huisma, founder and primary inventor of GrowSafe technology. "We started in an Alberta garage in 1990 and we have grown our 'skunkworks' profitably. A really smart thinker said, 'for the things we have to learn before we can do them, we learn by doing them'. This might be our corporate philosophy with an innovative twist. If something we need doesn't exist, we build it, we learn from it, we prove it in the real-world environment, and then we build on what we have learned. By taking this development approach we have had a lot of 'firsts'. We were the first company to use RFID to identify animals in production environments. We were the first to take a virtual software approach to automate measurement and data acquisition. We were the first to model animal behaviour and to continuously monitor growth. Some of our firsts such as measurement below the noise floor aren't easily understood but strengthen our competitive advantage.

Our platform has always collected more data than really smart humans and most database solutions can handle. We developed novel methods of big data collection, analysis and visualization harnessing the incredible processing power of the personal computer and the connectivity of the Internet. On this foundation we have built predictive 'thinking' algorithms that when fueled by more data 'learn', providing targeted insight into animal health, performance and enterprise decision-making.

GrowSafe's first solutions are installed in agribusinesses and Ag research institutions across the US and Canada and through these collaborations we have collected the data and built the scientific foundation on which we validate our concepts. Scientists using our technology have found that genetic selection for feed efficiency can reduce feed intake by as much as 12%, methane by 30% and manure and NPK by 17%. Feed is a major cost in animal production, comprising about 70% of operating costs. Improving the feed efficiency of a beef cattle herd can mean big savings for producers.

A commercial scale trial of our feedlot solution, GrowSafe Beef® is proving the return on investment our technology provides. GrowSafe Beef® visually identifies animals needing treatment and those ready for market. This platform enables the targeted treatment of animals in their home pen without human intervention. This is the next generation of animal health and welfare management.

We have two products in proof of concept for the cow-calf and dairy markets. In January we entered into a research relationship with the [Samuel Roberts Noble Foundation](#) an independent, non-profit institute headquartered in Ardmore, Okla. Founded in 1945, the Noble Foundation assists farmers and ranchers to enhance agricultural productivity regionally, nationally and internationally. Together we are developing methods to individually manage animals on pasture to increase efficiency, improve animal health and profitability.

The pace of human population growth is fueling a growing demand for animal-derived protein. Farmers and ranchers have long been animal welfare and environmental stewards but they are facing new challenges. Fundamentally high input costs, and increasing land prices are driving a need for technology that improves production efficiency. We have reached a nexus where GrowSafe technology, computing power, technology cost, internet access and a young computer savvy workforce are all converging to enable us to deploy our platform on farms and ranches everywhere. I love it when a plan comes together”, said Huisma.

We are pleased to include GrowSafe in this choice group of emerging companies and technologies to our exclusive forum of institutional investors, angel investors, and corporate licensees,” said Paul Huleatt, CEO, WBT Innovation Marketplace. “We hope GrowSafe will join the WBT alumni that have received over \$786 million in early and seed stage funding and licensing. One in three WBT presenters goes on to license, secure venture funding or sell their IP outright.”

#### About GrowSafe Systems Ltd.

GrowSafe Systems Ltd. (GrowSafe ) engineers, computer and animal scientists have developed an intelligent animal measurement, monitoring and management platform that non-invasively acquires data continuously from multiple biometric and environmental sensors deployed in the livestock production environment. GrowSafe’s evidence-based decision making applications are used to determine feed conversion efficiency, enable phenotypic trait assisted breeding, and offer the possibility of management of every animal to its optimal health, welfare and production value.

Additional information can be found by visiting [www.growsafe.com](http://www.growsafe.com)

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## About WBT Innovation Marketplace

The WBT Innovation Marketplace is the world's premier showcase converging revolutionary new energy, life science, nanotech, material science and information technologies to seed limitless solutions for current market needs. Attendees will experience an unparalleled forum that is both deal-focused and unbiased with regard to geography, funding source or originating research institution.

Additional information can be found by visiting [www.wbtshowcase.com](http://www.wbtshowcase.com)

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