

FOR IMMEDIATE RELEASE:**PROVENTUS LAUNCHED IN WESTERN CANADA**

Proventus is a comprehensive new agribusiness consultation network made up of a diverse collection of independent, industry leading professionals. This partnership brings the opportunity for producers to access unbiased expertise from a global network that encompasses everything from veterinary care to agribusiness management, including expertise and knowledge from over 600 veterinarians globally and a spectrum of industry experts from across North America.

Proventus will launch with the initial service offerings include Farm Business Health Check, Business plans for farm growth, Cash flow projections, Family farm succession, Quarterly financial updates and reports, Monthly financial dashboards, Annual financial statements, Tax planning, Farm purchases & sales, Financial benchmarking, HR support, Farm worker Benefits Packages, Farm labour recruitment services, Herd Health Performance Audit & Management, Lameness Assessment, Production evaluation, proAction® Corrective Action Planning, Barn Design Audit, Planning & Assessment, IT Planning and support, and Farm employee Training. These initial services are offered through our service providers, XLVets Canada and MNP.

Proventus experts will collaborate with a farm's existing service providers, enabling producers to find the best solution while only making one call. XLVets Canada and MNP were chosen to be the initial consultant businesses representing the gold standard in their respective fields, and who are not engaged in significant commercialization beyond their advisory capacity. In the future, other consultant businesses who share these philosophies will be encouraged to join Proventus.

As farms grow, the need for information has also grown. WestGen recognizes this need for greater information and as a farmer-owned company, WestGen decided to take on the responsibility of providing leadership for this initiative and to meet those needs through Proventus' collaborative network.

"Providing our members access to North America's most respected experts and encouraging the incubation benefits of cross pollination that will naturally occur from their interactions through Proventus will undoubtedly help producers make well informed decisions as they continue to develop their businesses", states WestGen CEO, Chris Parry.

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