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## In This Issue

Casual Cattle Conversations Podcast feat. Craig Gana & Vytelle  
Satellite Spotlight - Smith Genetics Cattle Camp  
[Vytelle.io](https://vytelle.io) - Updated Embryo Inventory Reports  
What's New - Satellite Creative Brief



## Casual Cattle Conversations Podcast

Shaye Koester is cattle rancher from North Dakota and founded the Casual Cattle Conversations Podcast as a way to highlight the operations of fellow ranchers and discuss issues in the agriculture industry.

She sat down with a loyal Vytelle client, Craig Gana who utilizes Repro Services, to talk about how embryo transfer and his partnership with Vytelle has helped not only his customers but also his own herd.

You can listen to the podcast by visiting: [Is Embryo Transfer Work Worth it for Cattle Producers? Casual Cattle Conversations Podcast](#)

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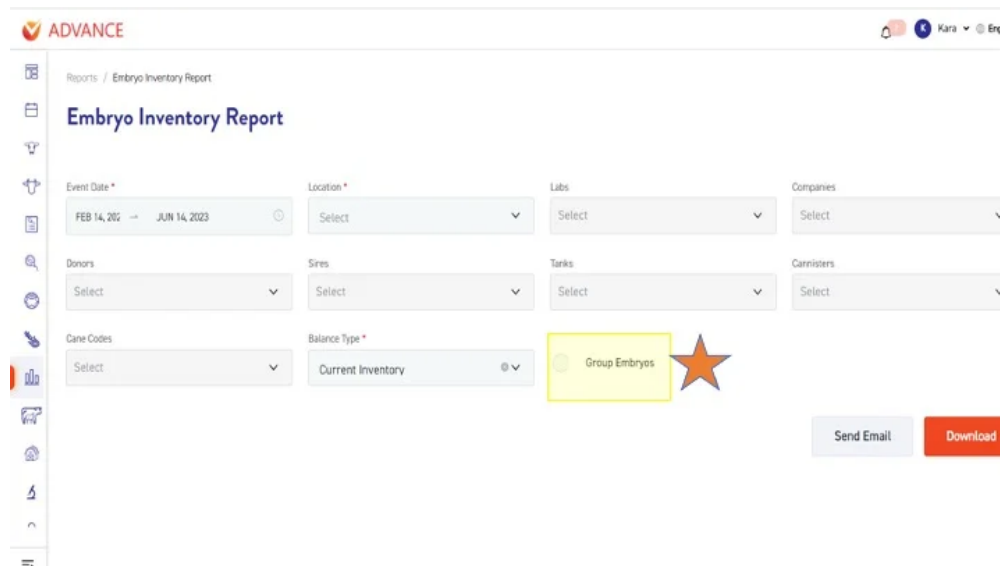
## Satellite Spotlight

On May 20, Smith Genetics had their annual Cow Camp in Texas where over 120 students and parents learned about all things cattle.

Through presentations and hands-on learning, these students received a front-row seat to industry-leading guidance, learning about fitting, showmanship, and ultimate success in the show ring. Heat detection, AI, and IVF were additional topics discussed as participants learned the importance of reproductive management and the cutting-edge reproductive technologies that are at their fingertips.

By participating in this event, students became eligible for scholarships as they pursue careers in agriculture. This is a great example of #AlwaysProgressing by investing in the next generation of our industry.

We love playing a part in shaping the next group of leaders and look forward to supporting future youth events at Smith Genetics and our other satellite locations.



We have updated the embryo inventory reports to have a “group embryos” option. Select the “group embryos” button before downloading the report to view the embryos by cane code instead of individual straw numbers.

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**BECAUSE WE ARE  
ALWAYS  
PROGRESSING**



## What's New?

It is hard to believe we are already halfway through June and halfway through 2023! Don't forget to plan your marketing efforts for the rest of the year and take advantage of your marketing acceleration item(s) if you are a Tier 2 or 3 satellite. We developed a new creative brief for you to fill out when redeeming an acceleration item to streamline your marketing projects and ensure efficiency from the Vytelle marketing team. It is a fillable PDF, making it easier and faster for you to fill in the information and send to your Regional Sales Manager. You can access and download it [here](#).

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## We want your feedback

Please email [marketing@vytelle.com](mailto:marketing@vytelle.com) with questions, comments and feedback.

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Vytelle, 8789 Penrose Lane, Suite 250, Lenexa, KS 66219

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