



For Immediate Release

Contact: Melanie Dias Hoggard
 (559) 622-2236
 mdias@wwsires.com

LaSalle Joins World Wide Sires Team

Visalia, CA, September 23, 2021 – World Wide Sires is pleased to announce that Amber LaSalle has joined the World Wide Sires (WWS) team as a Genetic Support Specialist. In this role, Amber will support the WWS Sales and Marketing teams in conducting genetic assessments, utilizing WWS genetic tools, and training international team members in the use of these tools.

Amber is a graduate of Cal Poly San Luis Obispo and was a member of the Dairy Challenge team that was 1st place nationally, as well as the national Dairy Judging team where she placed 4th in Reasons at the Madison contest. Prior to joining World Wide Sires, Amber worked at All West Select Sires as the Dairy Genetics and Program Consultant providing genetic support to customers in California.

Rebekah Mast, Genetic Director commented, “I’m excited to have Amber join the team, as she has a unique ability to analyze data and make meaningful connections between animal performance and genetics. Her understanding of the dairy industry, experience in using our genetic tools and passion for helping customers to improve their herds make Amber an excellent addition to WWS.”

Amber will work from her home in Wisconsin.

We are pleased to have Amber join the WWS team. Her dairy background and knowledge of genetics will be an asset to the World Wide Sires teams and customers around the world.

###

World Wide Sires, Ltd. (WWS) provides genetic and management solutions to address the needs of global dairy producers and ensure the long-term profitability of their businesses. Based in Visalia, California, WWS represents the largest global A.I. cooperative, Select Sires, Inc., and its product lines, Accelerated Genetics, GenerVations and Select Sires.