



## For Immediate Release

\*High-resolution photos available upon request

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## Mast takes on new role as Associate Vice President of Genetic Dairy Solutions and Talent Development

**Visalia, CA, June 3, 2022** – World Wide Sires is pleased to announce that Rebekah Mast has accepted the newly formed position of associate vice president of genetic dairy solutions and talent development for World Wide Sires (WWS) and Select Sires Inc. In this role, Mast will continue to work closely with the Global Dairy Solutions and Select Dairy Solutions teams to develop and deliver genetic tools and training for the global network.

Mast is no stranger to WWS, Select Sires Inc. or the world of cattle genetics. Most recently, she served as the director of training and genetic programs for World Wide Sires. In that role, she conducted training in dairy cattle genetics and dairy farm management in more than 30 countries throughout Europe, Asia, the Middle East and Africa. Previously, she was an area director of marketing for WWS, serving territories in Africa and Eastern Europe. Prior to joining WWS in 2012, Mast served as a sire analyst and marketing manager for a genetics company.

Mast is a native of the Central Valley of California, where she grew up and worked on her family's dairy, Calori-D Holsteins. She is passionate about agriculture development and is a graduate of California Polytechnic State University of San Luis Obispo, where she majored in dairy science and minored in agriculture business. In 2016, Mast earned a masters of advanced studies in international affairs from the School of Global Policy and Strategy at the University of California in San Diego.

“We are very pleased that Rebekah has accepted this opportunity to expand the support and development of our teams,” said Wayne Conrad, vice president of international global dairy solutions. “Rebekah brings tremendous experience having worked with breeders as well as our sales teams in over 40 countries around the globe. She brings a fresh perspective and deep understanding of our business.”

Mast will be relocating to Ohio later this year and be based out of the Select Sires Inc. office in Plain City.

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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.

Based in Plain City, Ohio, Select Sires Inc., is the largest global A.I. cooperative and is comprised of six farmer-owned and -controlled local organizations in the United States. As the industry leader, it provides highly fertile semen, as well as excellence in service and programs to supply dairy and beef producers with the world's best genetics.

Photo Caption: Rebekah Mast has accepted the newly formed position of associate vice president of genetic dairy solutions and talent development for World Wide Sires (WWS) and Select Sires Inc.