



news release

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**FOR IMMEDIATE RELEASE**

**Former University of Idaho, College of Agricultural and Life Sciences Dean Joins BioTracking, LLC**

*Dr. Larry Branen appointed Strategic Management Officer at Moscow-based company*

Moscow, Idaho – BioTracking, LLC, announces the hiring of Dr. Larry Branen as Strategic Management Officer, based at the company’s headquarters in Moscow, Idaho.

In his new role, Dr. Branen will identify and explore areas for business growth and diversification while reviewing in-house technology for further market potential. Through literature and laboratory research, he will also support development of products for the food industry.

Most recently working at the University of Idaho, Northern Idaho at Coeur d’Alene as Associate Vice President and Chief Executive Officer, Dr. Branen was involved in the Biosensor and Nanotechnology Applications Laboratory, focusing on the development and application of biosensors for agriculture, food and health sciences while teaching as a Professor of Food Science and Toxicology.

“We consider ourselves very fortunate to have such an influential leader join our team,” says Dr. Garth Sasser, BioTracking founder and research director. “Dr. Branen’s vast experiences in research and technology, combined with his extensive knowledge in the food science community will continue to help BioTracking look to the future and enhance our capabilities in new markets.”

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**Dr. Larry Branen Joins BioTracking**  
**Media Release**  
**Page Two**

After growing up on a farm in Wilder, Idaho, Dr. Branen went on to receive a Bachelor of Science degree in Food Science at the University of Idaho, Moscow and a doctorate in Food Science at Purdue University. Since then, his career in the university system flourished, including faculty and administrative roles at the University of Wisconsin, Madison, Washington State University, the University of Nebraska, Lincoln and finally returning to his alma mater, the University of Idaho, where he has served two, non-consecutive terms as Dean of the College of Agricultural and Life Sciences.

“It’s an exciting opportunity for me to move to this sector of the industry and join a company that is on the cutting-edge of science,” says Dr. Larry Branen. “I admire BioTracking for its integrity to develop technology based on science that is backed by credible and reliable research.”

Author of more than 60 publications in food science and editor of four books on food additives, Dr. Branen continues to serve and impact the science community. He is involved in the University of Idaho’s Biological Applications of Nanotechnology (BANTech) interdisciplinary program and also serves as a member of a national USDA CSREES interdisciplinary project on the development of biosensors and application of nanotechnology to agriculture, food and environmental systems.

Based in Moscow, Idaho, BioTracking, LLC is a global provider of diagnostic tools to help improve livestock health and production. BioTracking is the founder of BioPRYN<sup>®</sup>, a blood pregnancy test for cattle, bison, goats, sheep, and isotopic-based testing of deer, elk, and other ruminants. Through more than 30 affiliated laboratories and its own laboratory, BioTracking offers animal agriculture producers around the country quick and accurate results with BioPRYN<sup>®</sup> and other diagnostic tests.

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**Editor Note:**

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