Cow Sense®
Herd Management Software

Introducing…
Cow COMM!

Cow Sense has become the industry standard for computerized herd management in the cow-calf sector. The addition of Cow COMM takes that leadership to a whole new level. Cow COMM is the communications component of the Cow Sense Suite of products. Cow COMM allows you to collect data manually or automatically and make immediate management decisions based upon predetermined, objective criteria.

Cow COMM Benefits

- Increase profit through individual animal management
- Work at your level of automation
- Collect data and sort cattle easily and accurately
- Instant access to animal history provides accuracy in processing cattle
- Enhance speed and reliability through automated data collection
- Apply strategic animal management instantly
- Replaces the need for additional software to download data from compatible scales or EID readers

USE COW COMM TO…

➢ RECORD ANIMAL WEIGHTS MANUALLY OR AUTOMATICALLY WITH A CONNECTION TO YOUR SCALE

➢ RECORD OR LOOK UP ANIMALS BY VISUAL ID TAG OR USE ELECTRONIC ID (EID) READER

➢ RECORD OR ACCESS AI BREEDING INFORMATION CHUTE-SIDE

➢ RECORD RESULTS OF PREGNANCY EXAMINATION CHUTE SIDE

➢ CALCULATE MAXIMUM CALF BIRTH WEIGHTS BASED UPON PELVIC AREA OF REPLACEMENT HEIFERS

➢ DIRECTLY DOWNLOAD DATA FROM COMPATIBLE SCALE OR EID READER TO COW SENSE

➢ RECORD BULL TEST INFORMATION, INCLUDING ULTRASOUND AND SCROTAL MEASURES

➢ RECORD AND MONITOR INDIVIDUAL ANIMAL MEASUREMENTS FOR PERFORMANCE TRIALS

➢ RECORD HIP HEIGHT AND CALCULATE FRAME SCORES

Who should use Cow COMM?

- Cow Calf Producers
- Stockers
- Backgrounders
- Feeders
- Veterinarians
- Consultants

Try before you buy…
Open Cow COMM and you can experience it in Trial Mode using the Sample Herd provided. The complete User's Guide (available from the Help Menu) will lead you through test-driving these powerful features.

Process Cattle Easily With Cow COMM

The beef industry is striving to adopt successful information management methods, to micromanage the beef production process and design the end product to meet consumer demands. *With the help of Cow Sense and Cow COMM, producers can process cattle more efficiently and make better decisions, combining strategic animal management with instant application.* Such methods are key to shaping the beef industry to improve productivity, quality and profitability.

Cow COMM's Chute-Side Application…

Cow COMM is Quick, Easy and Accurate!

You choose the level of automation with which you are comfortable. Hand key information and animal look-ups or rely on electronic ID readers to do the task. Key in weights, or record hands free when connected to an electronic scale. Cow COMM performs the necessary calculations while the animal is still in the chute, such as weight gain, frame score, pelvic size, etc.

Cow COMM's Automated Sort Function

Cow COMM uses data collected to also help you automatically sort cattle. This optional feature assigns cattle into groups you pre-define and allows you to make more sound management decisions based upon objective measures – uniformly applied.

That's true value added!!
Included with Cow COMM are 200 auto sort licenses. Additional sort licenses are available. Contact Midwest MicroSystems for pricing.

Cow COMM's Post-processing Application…

New features in Cow COMM can also be very useful for user's through Post-processing functions to retrieve data collected in scale indicators or RFID readers and automatically update your Cow Sense records.

Retrieve EID Data

Some RFID readers offer a memory that stores the EID numbers that have been scanned. Cow COMM offers an option for retrieving data stored in the reader's memory and automatically "Mark" or flag records in Cow Sense. This can be very useful to acquire a list of animals processed, moved to a different location, shipped or for inventory.
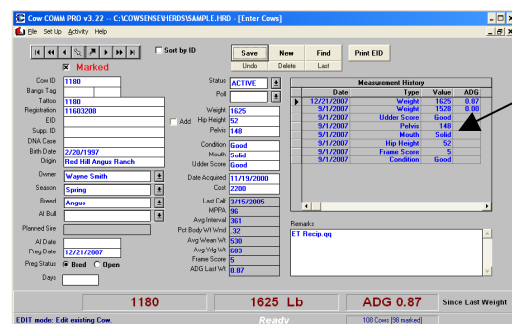
Retrieve Scale Data

Several scale indicators have the ability to be used as a collection device for data other than weights. Although we have always had the ability to import this data into Cow Sense, Cow COMM makes this process even easier. Scale data can be retrieved via Cow COMM and used to update or even add new records eliminating the need to run multiple software applications to retrieve, review, edit and import data.

Discover the Power of…
Cow COMM Pro

For over 10 years, Cow COMM has served as a tremendous tool to users who wished to apply real-time data collection and analysis in a chute-side environment. Since that time, we have recognized the need for advanced features to provide additional functionality and power in chute-side application.

We are pleased to now introduce **Cow COMM Pro**. As not all users will need these advanced features, we offer Cow COMM Pro as an upgrade to the standard Cow COMM program.

Process Cows Screen

These powerful features add capabilities for:

- ✓ Recording, storing and exporting repetitive measurements taken over time (great for performance test situations);

- ✓ Flexibility for choosing how you wish to calculate and display ADG calculations;

- ✓ Print EIDs to a barcode on labels used in sample collection (ex. blood or tissue).

Cow COMM Pro can be purchased outright or as an upgrade to an existing Cow COMM installation. It can also be networked for simultaneous data collection in one herd file.

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Electronic Device Compatibility
The listing of electronic ID readers and Scales below are currently compatible with Cow COMM. Contact us for compatibility if your equipment is not listed.

Scales:	EID Readers:
Cardinal 205	AgInfolink
Digi-Star EZ/SDM/SW550	Allflex
Gallagher 300/500/600/700	Avid
GSE 350	Destron Fearing
Reliable 500	Farnam
Tru-Test 700/2000/3000	Gallagher
Weigh-Tronix 615/715/640	Y-Tex

Midwest MicroSystems is dedicated to improve the economic position and success of our customers by providing the most current, highest quality, integrated information management systems for the beef industry…

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