



NEWS RELEASE

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Allflex Livestock Intelligence and Midwest MicroSystems Announce New Information Exchange Between Their Independent Technologies

Dallas, Texas, September 12, 2019 – Allflex Livestock Intelligence and Midwest MicroSystems L.L.C. are pleased to introduce the seamless interface of information flow between SenseHub and Cow Sense® NxGen. This value-added interface provides cow-calf producers an integrated, comprehensive beef cow monitoring solution of Allflex with the robust herd management capabilities of Cow Sense.

The partnership between our two leading individual animal and herd management solution providers affords cow-calf producers a variety of methods to better manage their cattle and labor resources to increase profitability.

“We’re pleased to combine our beef cow monitoring solutions with Cow Sense Herd Management Software to help producers realize additional value in their cattle and resources,” says Andy Dorn, Beef Product manager for North America. “Our eSense monitoring tags and antenna systems are redefining how beef producers manage their cows from afar with information available in the palm of your hand.”

“A key to success in the beef industry is managing details. Consumers’ increasing demands for beef quality assurance and verification of management practices require good herd record-keeping. We are proud to partner with Allflex, the industry leader in animal identification and monitoring systems, to provide Cow Sense users with a proven method for monitoring estrus, health and overall wellbeing” says Midwest MicroSystems Vice President Tim Davis. “This seamless exchange of information between our two independent technologies combines the 24/7 herd monitoring benefits from Allflex with the valuable on-ranch herd management information provided by Cow Sense without duplication of data entry. Our company is not simply a herd management software provider but also an integrator with feedlot software, production alliances, breed associations and now the leading beef cow monitoring solution,” Davis concluded.

About Allflex

Dedicated to animal identification, Allflex is the world leader in design technology, manufacture and delivery of animal identification, management and monitoring systems across all production animal species, companion animals and fish. Allflex has brought cutting-edge, practical applications of visual, electronic and radio frequency in [animal identification technology](#) across the world for more than six decades, contributing to a safer global food supply. Allflex also offers precision instruments and syringes for the veterinary and livestock markets and tissue sampling devices for genomics for all species. Allflex has manufacturing and technology subsidiaries in the U.S., Canada, Europe, Australia, New Zealand, Brazil and China. Allflex products are distributed in 60 countries worldwide. Visit Allflexusa.com for more information.

About Midwest MicroSystems L.L.C.

Midwest MicroSystems is dedicated to improving the profitability and success of its customers. The company’s core products are designed for the beef industry, including the industry-leading Cow Sense Herd Management suite of products. Visit cowsense.com or call 800-584-0040 for more information.

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