

From the manufactures of



Now there is ...



Ever since our first release of Cow Sense® in 1993 we at Midwest MicroSystems have intended to add more products for ranch management. Rapid changes in the beef industry and advances in our Cow Sense products always seem to take precedence.

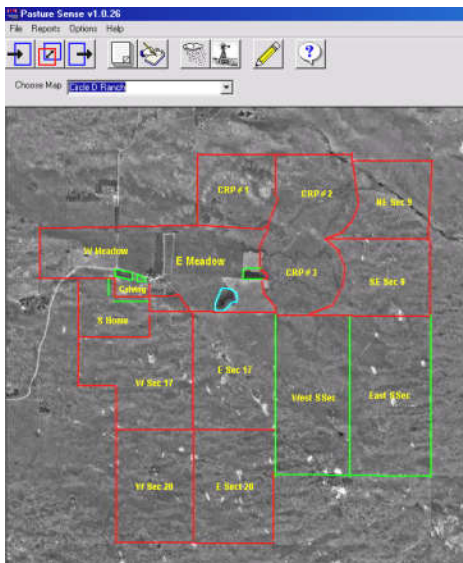
However persistent customer interest has moved us to our next ranch product...

Pasture Sense™.

We greatly appreciate the encouragement, and now bring you the initial release of a tool aimed at a key to ranch management and profit – grazing.

Use Pasture Sense to:

Map your property – insert any image as your map, or Pasture Sense can help you locate and obtain an aerial photo and insert it into Pasture Sense. Then add your pastures to the map image.



Set up the animal types to be run on the property, and customize unit values to each animal type for Animal Unit Months (AUM).

Animal Types	
Name	Unit
Bulls	2.00
Calf	.50
Cow	1.00
Horse	1.20
Sheep	.20
Yearling	.70
*	

Add Animals To System

Pasture: **NE Sec 9**

Date Added: 01/26/2005 02:07 PM

Animal Type: Bulls

Count: 2

Close Add Animals

Add, move, and remove animals from pastures. Pasture Sense calculates length of stay and utilization in AUMs.

Pasture Summary

Pasture: **SE Sec 9**

Current Animals	
Animal Type	Count
Cow	55
Bulls	1
Calf	55

Current Animal Units: 84.50

Current Stocking Rate: 0.48 AU/acre

AUMs Season to Date: 450.67 AUMs

AUMs Left This Season: -344.67 AUMs

Projected Out Date:

Observations			
Date	Type	Value	Note
4/13/2004 10:14:52 AM	Precipitation	0.5	

Object Activities			
Date	Type	Name	Note
4/13/2004 10:33:35 AM	Windmill	Widow Maker	Oiled and new leathers

And there's more... Integrated Help Movies, demonstrate through short video presentations how to set up and record information in Pasture Sense. Press the F1 key at anytime and review the applicable movie about Pasture Sense operation. We believe this help format is more useful, and that it will get used more!

With Pasture Sense...Record and Report:

- Legal descriptions;
- Animal movements;

- Observations such as range conditions, predominant forage types, precipitation, available forage, fertilization and even quantities harvested for hay;

You may record specific information about pasture characteristics in addition to animal movements.

- Objects such as shelterbelts, water sources, structures, erosion, or even invading weeds and other undesirable growth.

Pasture Sense stores all the information that used to be in notebooks, or scraps of paper in the pickup and provides you easy access. Reports recaps all activities by pasture on the map and lists all pastures in a condensed format that enables you to make comparisons.

Animal	Count	Unit	Total	Value
Cow	55	100	5500	5500
Bull	1	100	100	100
Calf	55	100	5500	5500
Total	111		11100	11100

Pasture Sense is customizable, allowing you to tailor it to become your personalized journal to record and report on range management events and activities. This flexible design lets you determine what information you want to record and summarizes it into powerful reports.

Introductory Pricing

A 30-day FREE Trial of Pasture Sense is available on all Cow Sense Version 4.6 CDs or higher, or can be downloaded from our Cow Sense Store. The Trial allows you to use all Pasture Sense features for 30 days! Purchase a full license to continue using Pasture Sense following that:

Pasture Sense Program	\$49.95
	(Includes 1 map)
Options:	
5 Map add-on license	\$95.00
1 year of updates and Remote Backup Service	\$75.00
Installation CD ROM	\$19.95
	(If requested to be mailed from office)

Pasture Sense requires Windows 98 Operating System or higher.



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Contact us today to learn more about how you can reap the benefits of Pasture Sense! Buy online at the Cow Sense Store.
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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...