

From the manufactures of



Now there is ...

Ever since our first release of Cow Sense® in 1993 we at Midwest MicroSystems 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.

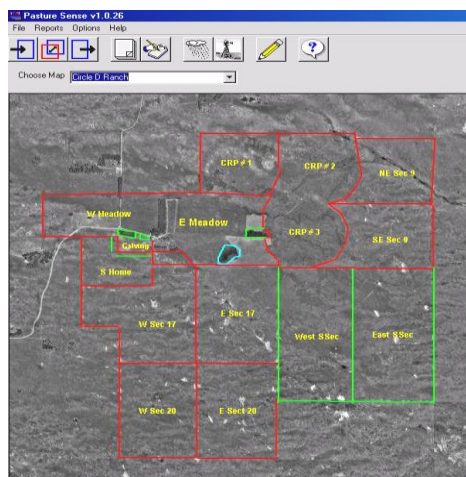
The same foundation upon which Cow Sense was built of **"you can't manage what you don't measure"** is the basis behind our ranch management product...

Pasture Sense™.

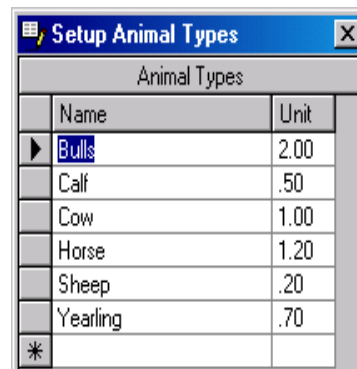
We greatly appreciate the encouragement of our customer base, as this tool is aimed at a key to ranch management and profit – grazing, forage production and maximum sustainability of our resources.

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.

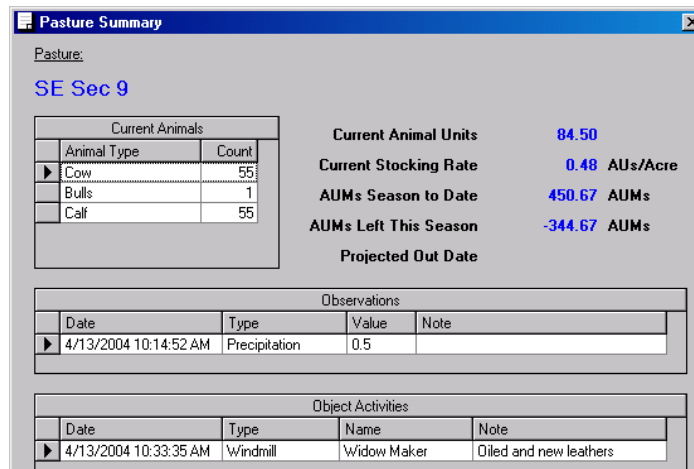
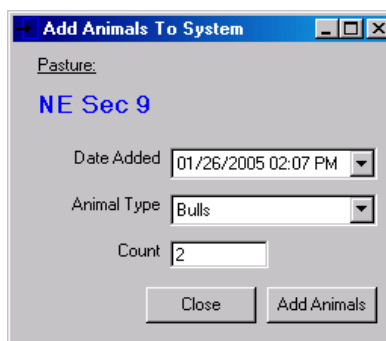


Set up the animal types to be run on the property and customize unit values to each animal type for Animal Unit Months (AUM).



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

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



Current Animals	
Animal Type	Count
Cow	55
Bulls	1
Calf	55

Current Animal Units **84.50**
 Current Stocking Rate **0.48 AUs/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... Help Movies, demonstrate through short video presentations how to set up and record information in Pasture Sense. Click the Pasture Sense logo to the right and follow the link to these Video Tutorials to 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.

Valuable reports recap all activities by pasture on the map and lists all pastures in a condensed format that enables you to make comparisons.

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.

Animal	Count	Unit	Total Units
Cow	55	1.00	55.00
Bull	1	2.00	2.00
Calf	55	0.50	27.50
Total:	111		84.50
Date	Move	Animal	Count
1/18/2004 - 1/19/2004	Out	Cow	20
1/18/2004 - 1/19/2004	Out	Cow	1
1/18/2004 - 1/19/2004	In	Bull	1
1/18/2004 - 1/19/2004	In	Cow	19
1/18/2004 - 1/19/2004	In	Cow	19
1/18/2004 - 1/19/2004	Out	Cow	19
1/18/2004 - 1/19/2004	In	Cow	19
Date	Value	Unit	
1/18/2004 - 1/19/2004	0.50		
	Sum:	0.50	
	Avg:	0.50	

Product Pricing

A 30-day FREE Trial of Pasture Sense can be downloaded from our Cow Sense Store, the Cow Sense Corral or by clicking on the following link: http://www.midwestmicro.us/download/ps/ps_setup.exe

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	\$149.95
	(Includes 1 map)
Options:	
5 Map add-on license	\$95.00
1 year of updates and Remote Backup Service	\$75.00
Installation CD/DVD	\$19.95
	(If requested to be mailed from office)

Pasture Sense requires Windows 7 Operating System or higher.

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

www.cowsense.com

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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...