



## Positioning for Profitability

"Perhaps at no other time in the history of the beef industry has information management and analysis been more important to the decisions we make, or fail to make, within our operations!"

– Jim Lowe President Midwest MicroSystems L.L.C.

Raw data can easily become overwhelming and traditional analysis too time consuming. Accordingly, information management tools are of growing importance to the beef industry. **Interpretation and timely implementation of performance analysis can drastically impact profitability!** This is the foundation upon which **Cow Sense®** was built.

**Cow Sense®** is the *industry leading management tool designed for cow calf operators* who wish to analyze each individual cow as a profit center. At the heart of Cow Sense are tools for data entry, and reporting functions for the cowherd or herds. This becomes vital to making management decisions such as monitoring performance, breeding, culling, and selecting replacements.

At Midwest MicroSystems, the cattle business is not just our client base but also our legacy! Our products for the beef industry were designed and programmed for beef producers by beef producers. The combination of our highly technical skills and hands-on beef production expertise provides a unique ability to design products that efficiently and effectively meet the needs of the industry.

### Cowboy Friendly Benefits:

**Extensive sort capabilities** become your virtual cutting horse, allowing you to select cattle in almost endless combinations of criteria. **Standard and customized easy to read reports** are always just two easy steps away. **Cow Sense** is breed specific when calculating association standardized data or flexible enough to modify calculations to any operators individual needs.

**The core products** are scaled in their functionality to fit specific types of beef operations or management roles. **Four different software options** match the program to specific operation and management goals—with common sense upgrades that are fully compatible with the data from your original software package. **Unequaled flexibility** allows you to customize the program to your operation!

### A flexible and valuable management tool.

Today Cow Sense has evolved into a suite of products. You can pick and choose the product or products that you currently need; knowing that as your needs grow you can choose additional products to meet those needs in the future.

**Cow Sense® Lite** provides calving records, herd health and treatments, group sale records and measures of reproductive performance. If you do not currently weigh your calves individually and are looking for a simple inventory management, then *Lite* is your program!

If later you decide to start weighing calves individually, upgrade to Commercial or Purebred for just the difference in price. Upgrading is easy, and all your data transfers automatically into either of these Cow Sense products.

**Cow Sense® EZ-75** is designed for the cow-calf producer with 75 or fewer cows. It's easy to use and designed in a simplified environment. It contains many of the features of the Commercial and Lite modes but is specifically designed to the entry of 75 cows and 15 bull records.

EZ - 75 provides all the performance measures, breeding, and animal health functions. Some advanced features like user defined fields, custom reports, and specialized data entry are removed for simplicity. If you have less than 75 cows in your herd, and want to gain more control of your record keeping, then look no further than *EZ-75!*

- **Cow Sense<sup>®</sup> Commercial** is designed for the commercial operator who wants to improve their herd through genetic improvement and systematic culling. This program uses individual measures of performance to evaluate the economic contributions of each cow and bull in the herd. User defined fields, customized data entry and reporting, carcass and feedlot performance, data import and export, data exchange and communication interface are but a few of the features of the *Commercial* program.

The included Analysis, Location and Tag Wizards all provide advanced capabilities in a user-friendly environment. *Commercial* calculates all adjusted weights and ratios so you can make reliable in herd comparisons, and at no additional cost upload to the secure *Cow Sense Online* database for comparative analysis against all other Cow Sense users. Of course, if your needs change you can upgrade to Cow Sense *Purebred* at any time.

- **Cow Sense<sup>®</sup> Purebred** adds features for the seed stock producer to all the capabilities of *Lite* and *Commercial*. *Purebred* adds fields for registrations, tattoos, EPDs and other data for the registered operation. However, commercial operations that use AI often choose the *Purebred* program for the Multi-generation pedigree features.

*Purebred* is intended not only for herd management, but also as for electronic data exchange with Breed Associations and marketing tools for the seed stock operator through links to the optional *Sale Manager* and *Premium Interface Component*. Age-of-dam adjustments are breed specific, with over 28 breeds from which to choose.

*“We found no other program comparable in flexibility, user friendliness, and technical support.”*  
Theresa Vanzant, Purdue University, IN

***COW SENSE products are based on leading edge, yet Cowboy Compatible technology...***

The key to success in the beef industry is managing details. Cow Sense from Midwest MicroSystems helps accomplish that! As cattlemen ourselves, we understand the demands upon your time and have responded by providing you with the easiest to use yet detailed analysis software solutions for the beef industry. Our line of beef industry management tools is a clear indication that we understand the challenges and opportunities that the beef industry faces. ***Please refer to the Cow Sense Decision Tree and Product Features for additional information.***

***It Takes COW SENSE to be in Beef Production today!***

The Consumers' increasing demand for source verification, beef quality assurance, herd health concerns as well as National food animal identification initiatives, all point to the importance for good herd record keeping. Cow Sense offers you proactive response to these issues today, so you are ahead of the curve as these pressures may impact the marketing of your production. ***Let Cow Sense Add Value to your herd!***

***COW SENSE core products will help you improve production and profitability through systematic production analysis.***




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*Contact us today to learn more about ...:  
**Positioning For Profitability**  
by employing **Cow Sense** in your operation  
**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...***