



Announcing... EZ-75

The latest Cow Sense advances for smaller herds...

EZ-75 is designed for the cow-calf producer with 75 or fewer cows. As the name implies it's easy to use and designed in a simplified environment. It contains many of the features of the Commercial and Late modes but is specifically designed to the entry of 75 cows and 15 bull records.

If you have less than 75 cows in your herd, and want to gain more control of your cowherd record keeping then look no further than EZ –75!

EZ-75 benefits...

- *Great tool for inventory tracking: Save **time!***
- *Ideal for source verification and herd health histories: Add **value!***
- *Resource production information for individual cows, bulls, or calves: Information **is power!***
- *Rank animals based on individual criteria to make systematic culling decisions: Save **money!***
- *Powerful reporting for detailed herd analysis: Easy **to understand***
- *Flexible design allows you to customize to your operation: Flexibility*

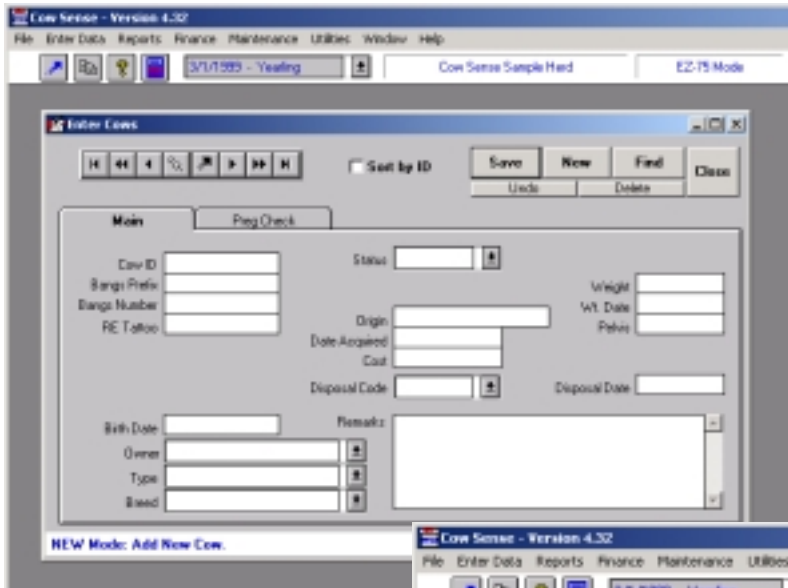
EZ reporting ...

Simply select from a list of Standard Bull, Cow, or Calf Reports and print.

If you would like, type in a Custom Report Header for a more professional image.

Reports are generated directly through Cow Sense, no need to learn how to use separate report writer software. EZ to get started...

INDIVIDUAL COW SUMMARY: 1924		November 14, 2001					
Cow Sense Sample Herd		Page 1					
EZ-75 Mode		Records = 4					
#1	CowID: 1924	Status: ACTIVE					
Name: Tao		Origin: Red Hill Angus Ranch					
Birth Date: 4/15/1987		Mts. Acquired					
Cows Age: 13		Cow					
Breed: Angus		Folia					
Owner: Wayne Smith		Meads					
Type:							
Fatness Average:		Weight/Yr. Ratio					
Birth: 92 84 108		u. Calving Interval: 724					
Mweaned: 581 646 100		L. Birth Wt. Mweaned					
Yr. Ratio: 648 1,115 105		No. Calves Born: 2					
MFEA: 100		No. Calves Weaned: 3					
Remarks:							
Lifetime Productives:							
Calf ID	Birth Date	Sex	Sire ID	Cows Historicals	Calf Birth Ratio	Calf Weights Ratio	Calf Weights Ratio
1924	7/20/1995	B	11080051	1 1	100	108	
1924	7/22/1996	S	87120	1 1	86	112	646 100 1,115 105
1924	7/1/2000	H	87106	1 1	87	109	



Simply enter Cow ID, Birth Date (estimated or actual), and Status (Active, Going or Gone).

Cow Sense remembers this information and automatically enters it for the next record, for you to accept or edit. These are the only required fields. All other fields are optional.

EZ to enter historical data...

Do you have stacks of old calving books? You can enter past information at any time. Capture all of that valuable information in one place, and put it to use.

EZ makes economic sense too!

Retail Price is only \$175.00. Spread out over the average life span of 7yrs, that's less than **30¢/cow/year**. Ask about our Instant Rebate Incentive, which makes it even more cost effective!

Cow ID	Age	Avg Interval	Avg Adj BW	Avg Adj WW	Avg Adj YW	MPPK	No. Calvings	Mashed?
1180	9	360	94	524	777	96	5	Yes
1534	13	324	94	646	1,115	100	3	Yes
1505	13	364	95	546	1,042	101	5	Yes
1536	13	379	94	412	770	99	5	Yes
1569	13	363	94	527	1,067	97	5	Yes
1982	12	365	95	535	863	96	5	Yes
2079	12	367	97	506	99	99	5	Yes
2125	11	362	93	525	945	104	5	Yes
3222	8	360	87	536	862	96	4	Yes
3228	9	375	85	603	1,062	100	5	Yes
3375	8	362	90	535	942	100	4	Yes
3414	6	365	89	723	99	99	1	Yes
3443	6	368	89	508	786	95	4	Yes
3453	6	366	90	536	982	96	4	Yes
3507	5	360	94	543	949	94	4	Yes
3508	6	370	87	589	1,062	100	3	Yes
3513	5	348	96	579	1,122	100	2	Yes
3513	5	363	93	520	96	96	4	Yes

With EZ – You can do it! Intimidated by computers? **Hesitate no longer!** Cow Sense is **Cowboy Compatible** and EZ makes it fun. Drop down buttons allow you to select information to be entered from a list, which relieves the monotony of data entry.

Cow Sense really does offer modes to fit every operation! No matter what your herd size or requirements you can utilize the powerful features of Cow Sense Herd Management Software.
Contact us today at:
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...