



Premium Interface Component™ (PIC)

PIC (pronounced pick) is the interface component of the **Cow Sense®** suite of products. PIC is an add-on to the Commercial and Purebred modes that exchanges data with other segments of the industry.

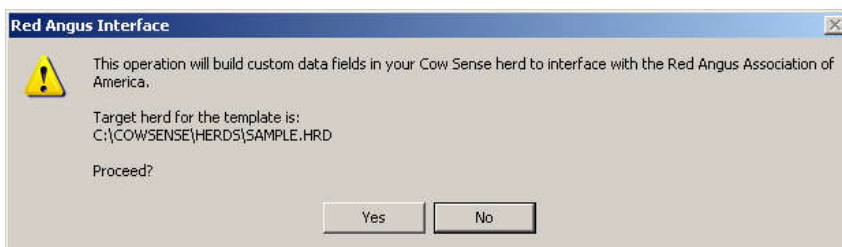
Why Would I need PIC?

Although you can easily import and export data with the Import Tool included in Cow Sense, **PIC** provides seamless exchange of data with other entities using standard protocols. Midwest MicroSystems has established a number of working relationships, which allow the transfer of data into and from Cow Sense with other segments of the production system without re-keying.

This exchange may be between:

- *ranch and feedlot,*
- *processor and ranch,*
- *participating Breed Associations,*
- *other industry partners, or*
- *centralized data warehouses for purposes of national animal tracking*

PIC stamps a template on the Cow Sense herd that customizes your program to fit the exact fields of information that your other production partners in the industry require.



PIC validates the data prior to export, ensuring accuracy and that all requirements have been met. This saves you time, improves accuracy and confidence.

PIC then exports the data (following validation/correction) either to a file that can be forwarded on as an e-mail attachment, or delivered directly with the Cow Sense proprietary Mico FTP™ process to those production partners utilizing this more seamless approach.

Industry Commitment and Dependability

PIC, like the entire Cow Sense Suite of products is designed and programmed for beef producers by beef producers. That inborn

appreciation of our industry and the challenges we encounter provides us the ability to not only understand... but provide simple solutions to meet the needs of our fellow cattlemen!

The combination of this hands-on beef production expertise with our advanced technical skills provides a unique advantage to your operation today and in the future.

Vision... with Delivery

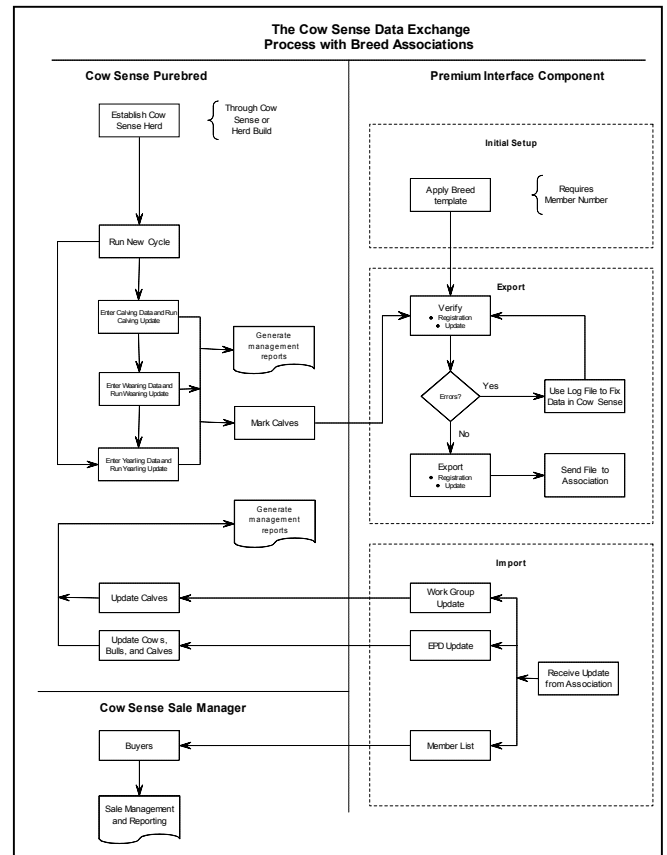
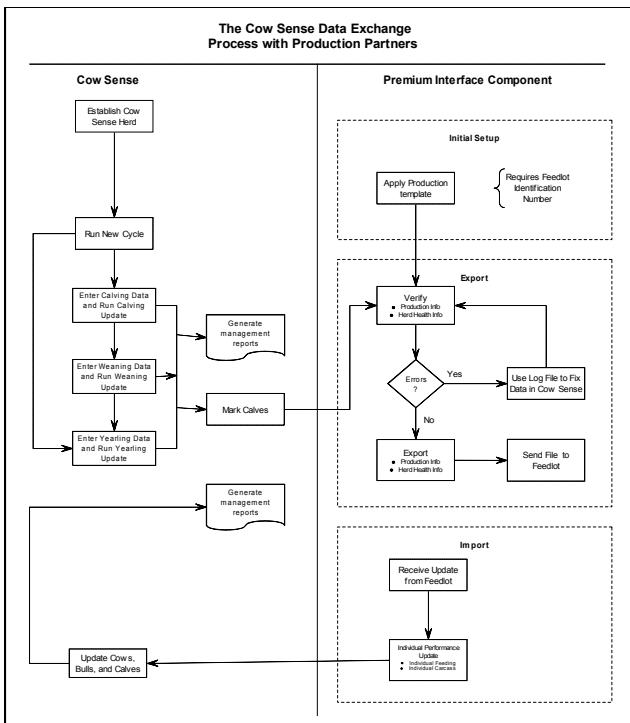
Our focus is industry wide and we are committed to provide you with the leading edge tools needed to easily move data upstream and downstream. You maintain the security and ultimate control of **your** data on **your** computer yet have the power and speed of the Internet to deliver and receive necessary information! **You decide what to share and with whom!** This direction sets Cow Sense apart from other herd management software programs and data service providers.

Breed Associations

In Purebred mode, PIC stamps a breed template (as illustrated in the figure to the right) on the Cow Sense herd that customizes Cow Sense to fit the exact fields of information that the Association requires. Cow Sense then allows producers maximum flexibility to customize the rest of the program to your individual needs.

To date we have working Breed (Association) interface capability with the **American Angus, Brangus, Charolais, Chianina, Hereford, Limousin, Maine Anjou, Red Angus, Red Brangus, Shorthorn** and the **Simmental** associations. We are actively pursuing compatibility with other associations as well. Our ultimate goal is to achieve electronic compatibility with all associations that have that capability. In cases where associations do not have electronic capability the **Generic Registration Form** included with PIC will generally meet registration requirements.

The primary functions of this feature of the PIC are to: maintain standardized fields required by the respective breed associations; send in applications for animal registration; meet the requirements of total herd reporting; and to receive back registrations, performance and EPD updates. The Red Angus and Chianina interfaces even include the ability to submit electronic applications for Transferring Ownership.



Production Systems

Certainly other segments of the industry that are critical to the exchange of information with the cow-calf producer are the feeding and processing phases. Cow Sense users can export any standard or custom reports. However, for those feed yards with the Micro Beef Technologies' ACCU - TRAC™ Electronic Cattle Management or LEXTRON Animal Management Program (LAMP) systems, this process is seamless using the **BEEFSTAR™** data exchange process.

PIC provides you the ability to select and register the **BEEFSTAR™** Producer template. PIC then stamps the appropriate **BEEFSTAR™** production template on the Cow Sense herd. This customizes Cow Sense to fit the exact fields of information that the production partner requires.

This **BEEFSTAR™** template **provides the seamless delivery** of "on-ranch" performance, process verification or treatment, as well as birth and source verification or any other data **to the feedlot**.

BEEFSTAR™ Feedlot or **BEEFSTAR™** Processor on the other end packages the individual feedlot performance and harvest data to easily facilitate **return of feeding and carcass performance** into your Cow Sense program.



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The advent of beef alliances, source verification initiatives and beef quality assurance programs has created an even greater need to know more about each animal you produce and be able to track each stage of production from ranch gate to consumers plate. PIC does that job!

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...