



## *Introducing... Cow COMM!*

Cow Sense has become the industry standard for computerized herd management in the cow-calf sector. The addition of Cow COMM takes that leadership to a whole new level. Cow COMM is the communications component of the Cow Sense Suite of products. Cow COMM allows you to collect data manually or automatically and make immediate management decisions based upon predetermined, objective criteria.

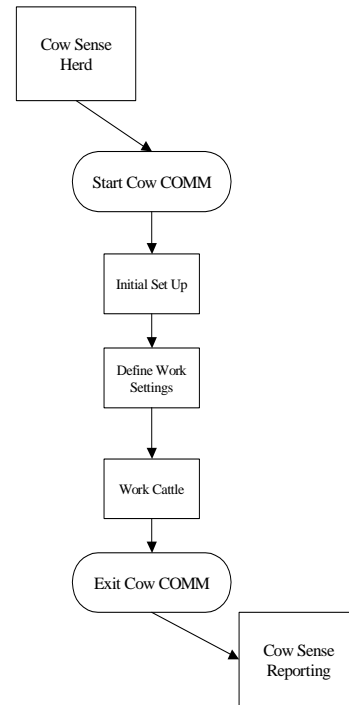
### **Cow COMM Benefits**

- Increase profit through individual animal management
- Work at your level of automation
- Collect data and sort cattle easily and accurately
- Instant access to all animal history provides accuracy in processing cattle
- Enhance speed and reliability through automated data collection
- Apply strategic animal management instantly
- Replaces the need for scale download software

### **Unique Cow COMM Features**

- Record animal weights manually or automatically
- Record or look up animals by visual ID tag or use Electronic ID (EID) reader
- Collect and use data in fields you create
- Record individual treatment and health data
- Calculate maximum calf birth weights based upon pelvic area of replacement heifer candidates
- Multiple sort criteria let you decide the parameters
- Audible data collection cues prevent errors
- Direct download capability allows seamless data transfer from scale to Cow Sense
- Compatible with many electronic scales and EID readers
- Optional lighted sign displays sort calls
- Optional electronic tape for frame measurements

## **Process Cattle Easily With Cow COMM**



The information obtained while using Cow COMM is stored in your Cow Sense herd file. Cow COMM runs as a separate program but depends upon Cow Sense for reporting and analysis.

Cow COMM retrieves animal information from Cow Sense and automatically records animal weights when connected to electronic scales. Automate look-ups by using electronic scales (EID).

Electronic scales and EID readers both work chute-side with Cow COMM through your computer's communication ports.

## Discover the Power!

The beef industry is striving to adopt successful information management methods, to micromanage the beef production process and design the end product to meet consumer demands. With the help of Cow Sense and Cow COMM, producers make better decisions, combining strategic animal management with instant application. Such methods are key to shaping the beef industry to improve productivity, quality and profitability.

## Cow COMM's Chute-Side Application...

### Data Recording and Instant Access.

**Cow COMM is quick, easy and accurate!** You choose the level of automation with which you are comfortable. Hand key information and animal look-ups or rely on electronic ID readers to do the task. Key in weights, or record hand free when connected to an electronic scale. Cow COMM performs the necessary calculations while the animal is still in the chute, such as average daily gain, pelvic size and etc.

### Cow COMM's Automated Sort Function

Cow COMM uses data collected to also help you sort cattle into any type of groups chute-side. This allows you to make more sound management decisions based upon objective measures – uniformly applied. Cow COMM provides you the flexibility of two types of sorts.

**Custom Sort.** This feature uses data to help you define and instantly sort cattle into any type of groups... chute-side. This allows you to make more sound management decisions based upon objective measures - uniformly applied. The same type of flexibility with which you have grown accustomed to with Cow sense, you find in Cow COMM. Each custom sort category has "specs," or specifications, that you define, whether for cows, bulls or calves.

### That's true value added!!

Included with Cow COMM are 200 auto sort licenses. Additional sort licenses are available. Contact Midwest MicroSystems for pricing.

### Electronic Device Compatibility

Many electronic ID readers and Scales are compatible with Cow COMM. Contact Midwest MicroSystems for details regarding compatibility with your equipment.

Cow COMM Compatibility List	
<u>Scales:</u>	<u>EID Readers:</u>
Cardinal 205	AgInfolink
Digi-Star EZ/SDM/SW550	Allflex
Gallagher 300/500/600/700	Avid
GSE 350	Destron Fearing
Reliable 500	Y-Text
Tru-Test 700/2000/3000	Farnam
Weigh-Tronix 615/715	



## Who should use Cow COMM?

- **Cow Calf Producers**
- **Stockers**
- **Backgrounders**
- **Feeders**
- **Veterinarians**

## Use Cow COMM to...

- **Record weaning, yearling or other performance data**
- **Record or access synchronized breeding and AI information chute-side**
- **Administer herd health treatments based upon predetermined criteria**
- **Record results of pregnancy examination chute side**
- **Record bull test information, including ultrasound measures**
- **Record and monitor individual animal performance measure for steer trials or progeny tests**
- **Sort, group and cull replacement heifers by frame, pelvic area, reproductive tract score or other criteria**
- **Cull cows at pregnancy check by multiple criteria including udder score, structural soundness, MPPA, condition score, mouth and more**
- **Objectively sort feeder cattle into groups that will reach market uniformly**
- **Sort stocker cattle and monitor**

### Hardware Requirements FOR WINDOWS

A suitable laptop for chute-side uses, and comport available for each device.

### Software Requirements

Cow COMM is designed to work with Cow Sense Version 4.0 or higher.

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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...*