BEEF *STAR*™
Feedlot
Source **T**racking **A**nd **R**eporting
solutions for the beef industry

Cow Sense® has long been recognized as the leader in herd management solutions for the cow-calf industry. We have been electronically exchanging individual animal data with feedlots since 1998.

With today's challenges facing the beef industry including source and process verification, we have expanded, improved and simplified our data exchange capabilities and are happy to announce the release of BEEF *STAR*™

BEEF *STAR*™ Feedlot is licensed by Midwest MicroSystems (the origin of Cow Sense) for use in the feedlot to provide feeders an ability to exchange critical data with cow-calf producers.

With BEEF *STAR*™ **& Cow Sense®**

Retrieve
- Source and process verification
- Date of birth documentation

Receive
- Data formatted for import into your affiliated feedlot data system

Return
- Individual initial processing data
- Individual feedlot performance data
- Individual health & treatment data
- Individual carcass data

Documentation of incoming cattle made seamless and simple.

The cow-calf producer simply identifies the cattle in Cow Sense (including Premise ID) that will be delivered and where they are going.

Cow Sense and BEEF *STAR*do *the rest!*

(Example of Beef Star exchange with registered Feedlots)

Best of Both Worlds
Local control and security, with…
Web enabled tracking and delivery!

Once the data is packaged in Cow Sense it is delivered to our host server, secured by private login and available to be picked up **only** by Beef Star. Because Beef Star is installed on your feedlot's local computer, data can only be retrieved and returned by your system. Data does not reside at the web. In this case, the Internet serves solely as a vehicle to transfer the data.
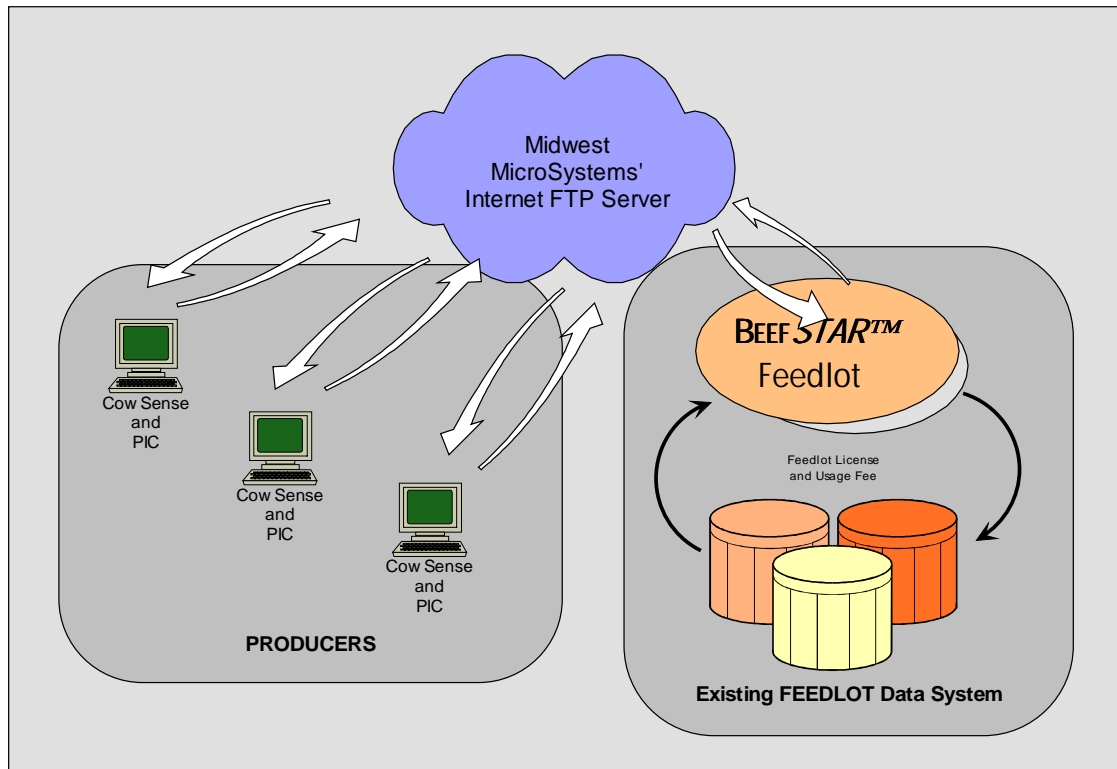
And there's more… because of the powerful functionality in Cow Sense and Beef Star our customers can fully utilize these embedded tools to:

Reduce expenses; profit from herd management and genetic improvement; improve communication through the supply chain; secure market access, domestically as well as internationally; and truly target production to the consumer.

BEEF*STAR* ™

a simple tool …that does a complicated job!

How it works…

Midwest MicroSystems'
Internet FTP Server

Cow Sense
and
PIC

Cow Sense
and
PIC

Cow Sense
and
PIC

PRODUCERS

BEEF*STAR™*
Feedlot

Feedlot License
and Usage Fee

Existing FEEDLOT Data System

Feeders that have an established relationship with Cow Sense users can easily retrieve critical on ranch data about the cattle before they even reach the feedlot.

Individual feedlot, carcass performance, and health treatments can seamlessly be returned to the producer.

(Example shown of the BEEF*STAR* exchange with the existing Feedlot data management system)

BEEF*STAR* ™ is a product of Midwest MicroSystems L.L.C. and licensed to feedlots, backgrounders, stockers, livestock auction markets and packers on an annual basis. Pricing is based upon volume of records and usage. For additional information on pricing and installation contact…

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Herd Management Software

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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…