



**Collect, Connect, Comply,
Improve**

NIAA ID INFO EXPO

May 18, 2004

Chicago, IL

Who is AgInfoLink?

- ▶ Founded in 1997
- ▶ Privately held
- ▶ Founders experience in livestock industry, technology, and credit card network
- ▶ Operations in USA, Mexico, Brazil, Australia, Canada
- ▶ USA customers included ranchers, stockers, feeders, auctions, packers, state and national associations, USDA, and state departments of agriculture
- ▶ 31 USA states

Traceability Starts Here



For over **six years**, AgInfoLink has provided **traceability solutions** to the industry's most innovative producers and organizations.

Now it's **your turn** to experience the **benefits** of electronic identification and individual cattle management.

Collect Record individual animal performance information

Connect Securely share data with your supply chain partners

Comply Use animal data to meet program specifications and/or pending National ID requirements

Improve Enhance management through better informed decision making

AgInfoLink Call us to get started today at (800) 282-0570 or email us at info@aginfolink.com.

What Makes AgInfoLink Different?

- ▶ Our **PEOPLE**
 - ▶ Field Staff- Combined 30 years in Animal ID
 - ▶ Dedicated technical Support Staff
- ▶ Our **EXPERIENCE**
 - ▶ Pioneer in animal management solutions
- ▶ Our **SOLUTIONS**



Reduce Costs

“With individual animal data, I showed my stocker customer that eliminating the bottom 10% of poor performers would have lowered his cost of gain from \$0.41/lbs to \$0.36. This would have added \$29 / head profit!”

-Mark Williams, Triple W, KY



Increase Returns

"By using individual animal ID and creating a P&L for each animal, we were able to identify any cow whose calf didn't return at least a \$15/head profit. If we eliminated these animals from the herd, we would have removed 13% of the herd but increased the average return per head by over \$40."

John Todd, Rollins Ranches, FL



Relationships Matter



JOHN DEERE
FOODORIGINS



Iowa Quality Beef



Relationships Matter



BEEF ORIGINS™



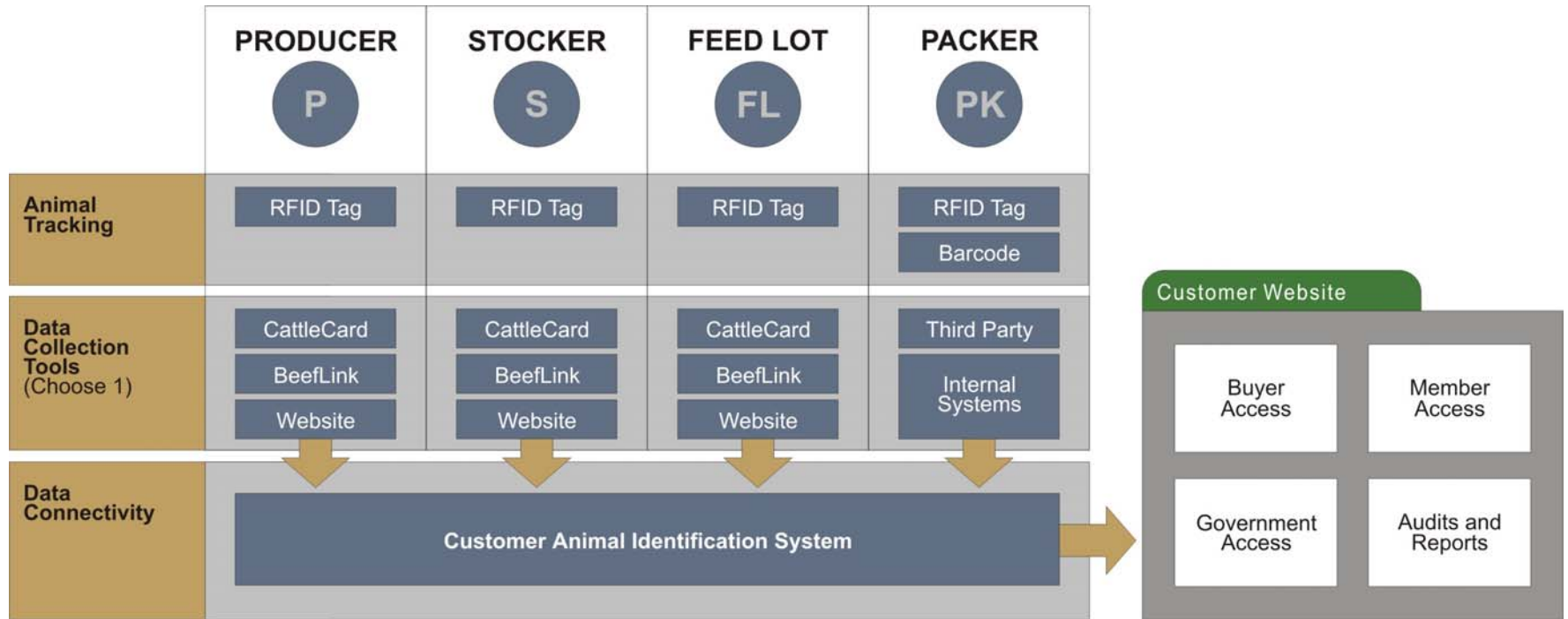
Relationships Matter



What's needed for a complete system?

- ▶ **Unique identifier: tag (RFID, barcode, etc.), biometric, etc.**
- ▶ **Local database managing by individual units of production (enterprise-level segment expert)**
 - ▶ Herd management software
 - ▶ Auction market software
 - ▶ Feedlot management software
- ▶ **Network to connect local databases (cross-enterprise focus)**
 - ▶ Interface to **existing systems**
 - ▶ Across **different owners**
 - ▶ Across **transformations**
 - ▶ Across **different segments of production**

Customized Program Solutions



Customized Solutions

AgInfoLink Iowa Quality Beef Supply Network

Command Center

Select Kill Lots

Lot Overview
Lot Comparison
Individual Animals
Owner Comparison

Edit Animals

Iowa Quality Beef Supply Network

Harvest Date: 5/11/2001 [Click here to change Date Range](#)

Owner:

Member #:

Lot #:

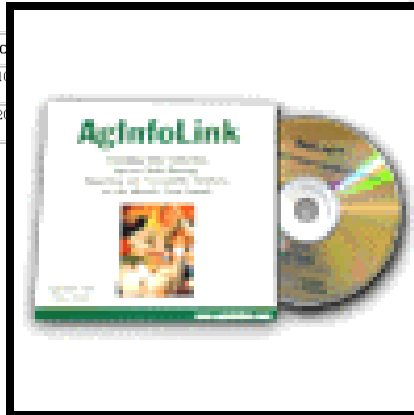
Total Animals: 40

Plant Location: SCHUYLER Ch Y3 Base Price: 125.3
Ch Sel Spread: -9.17
Nebraska Base Price: 120.26

Hot Carcass Weight			REA Adjustment			Fat Thickness		
<550	0	0.00%	<(0.60)	0	0.00%	<0.1	0	0.00%
550-600	0	0.00%	(0.45)-(0.60)	0	0.00%	0.1-0.2	0	0.00%
600-650	3	7.50%	(0.30)-(0.45)	1	2.50%	0.2-0.3	5	12.50%
650-700	6	15.00%	(0.15)-(0.30)	4	10.00%	0.3-0.4	35	87.50%
700-750	16	40.00%	0.00-(0.15)	7	17.50%	0.4-0.5	0	0.00%
750-800	12	30.00%	0.0	2	5.00%	0.5-0.6	0	0.00%
800-850	3	7.50%	0.00-0.15	3	7.50%	0.6-0.7	0	0.00%
850-900	0	0.00%	0.15-0.30	11	27.50%	0.7-0.8	0	0.00%
900-950	0	0.00%	0.30-0.45	6	15.00%	0.8-0.9	0	0.00%
>950	0	0.00%	0.45-0.60	3	7.50%	0.9-1.0	0	0.00%
			>0.6	3	7.50%	>1.0	0	0.00%

Carcass Matrix:

Yield Grade	Off Grade	No Roll	Select	C
2A	0.00%	2.50%	10.00%	10
	0	1	4	
2B	0.00%	0.00%	27.50%	20
	0	0	11	



Animal Manager

AgInfoLink **INDIVIDUAL ANIMAL MANAGER** Version: 1.01.0093

DEMO.AGINFO.US **0000**

Visual ID: Y 105 EID: 982000003176858 Metal Tag:
 Group: AG DEMO Dam ID:
 Origin: CRAZY T Sire ID:
 Location: Breed:
 Sex: STEER BirthDate:
 Age (mo.):

982000003176858
 2002-11-08: Friday, November 08, 2002
 09:34:38 COLOR BLACK
 09:34:45 VISUALID Y 105
 09:34:48 GROUP AG DEMO
 09:34:48 ORIGIN CRAZY T
 09:34:48 SEX STEER
 09:34:53 WT 793

Apply Regimen on EID Scan

Regimens
 New Regimen
 COLOR:KEY
 VISUALID:KEY
 SEX:STEER
 GROUP:AG DEMO
 ORIGIN:CRAZY T
 WT:KEY

Event/Detail
 Attempt Server Conn on next startup **Apply This Event** **Apply Active Now!**

AgInfoLink Track, Trace, and Source Verification - [Map View 1]

Animal Investigation
 Show All Premises:
 98500000000000000000
 98500000000000000002
 98500000000000000003
 98500000000000000004
 98500000000000000005
 98500000000000000006

Premises Investigation
 Show All Animals...
 1036: 2/20/2002
 1023: 11/29/2002 3:43:38 PM
 1020: 1/29/2003 3:46:13 PM
 1040: 7/29/2003 3:48:52 PM

Show Selected Premises

Animal Tracking & Tracing
 Track Forward Trace Back
 Track Cohorts 3 steps(s)
 Track Animal Clear Map

Nearby Premises
 Cow / Calf Stocker
 Feeder Packer
 Auction / Sale Barns

Map View: Legend, Zoom In, Zoom Out, Clear Map, Clear Vectors

Legend and Overview
 Pushpins
 Track Level: 1
 Animal: 98500000000000000001
 Populated Places
 Boundaries
 Transportation
 Miscellaneous

Map showing animal movement paths across the United States, including Washington, Oregon, California, Arizona, New Mexico, Texas, and Oklahoma.

Address: Search... Status: 2/6/2004 11:16 AM





Thank You!

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