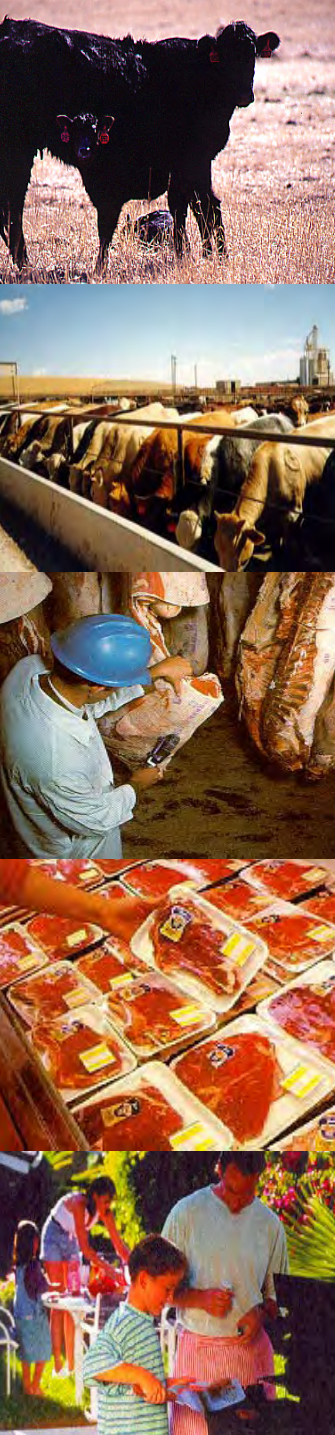


# The New Beef Quality Era

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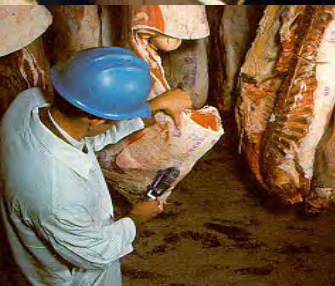
## A Comprehensive Systems Approach





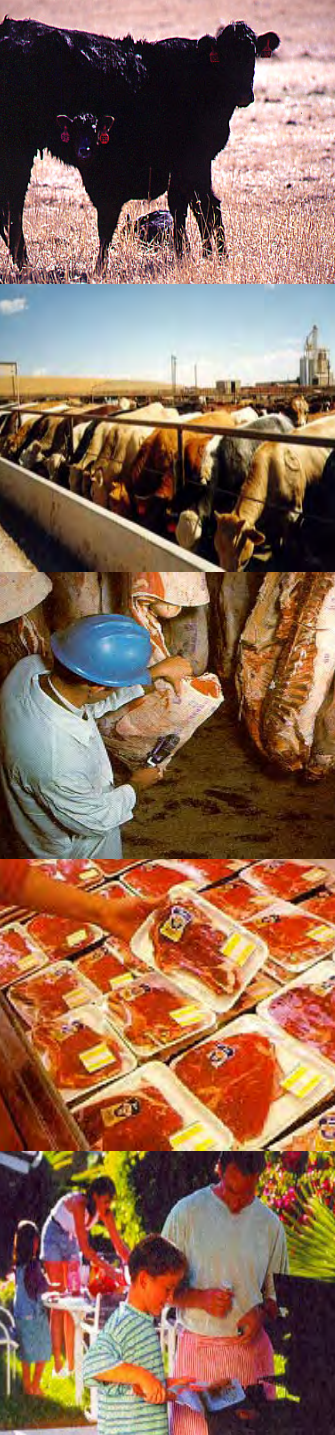
## ***“MAKING BEEF BETTER”***

**Micro is dedicated to making beef better by innovating cutting-edge, technology-based beef management solutions that increase the profits of our industry partners while improving the beef eating experience.**



Whatever made you successful  
in the past won't in the future.

- Lew Platt, Chairman  
Hewlett Packard

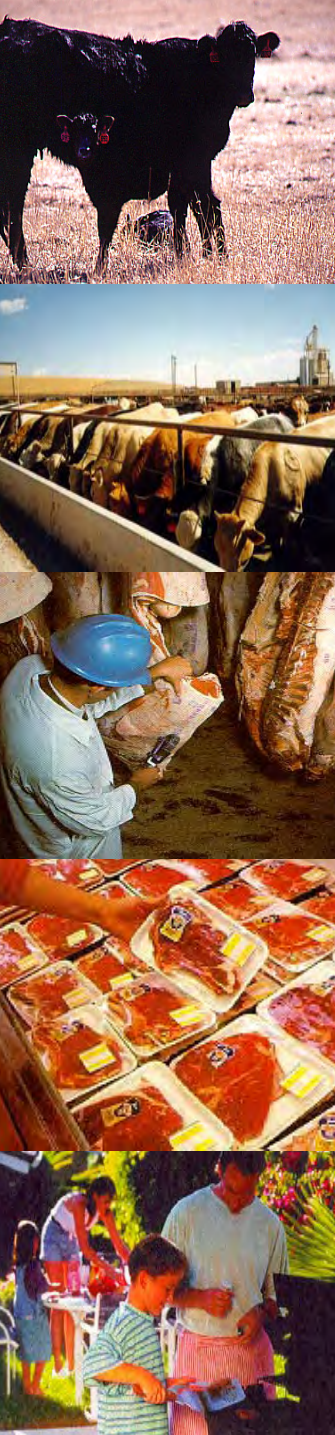


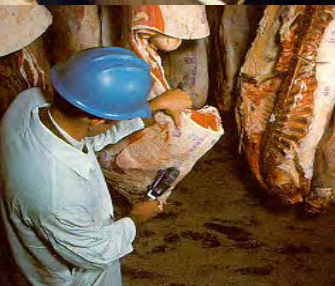
# RESEARCH & DEVELOPMENT

## R&D INNOVATION CYCLE



# TECHNOLOGY INTEGRATION

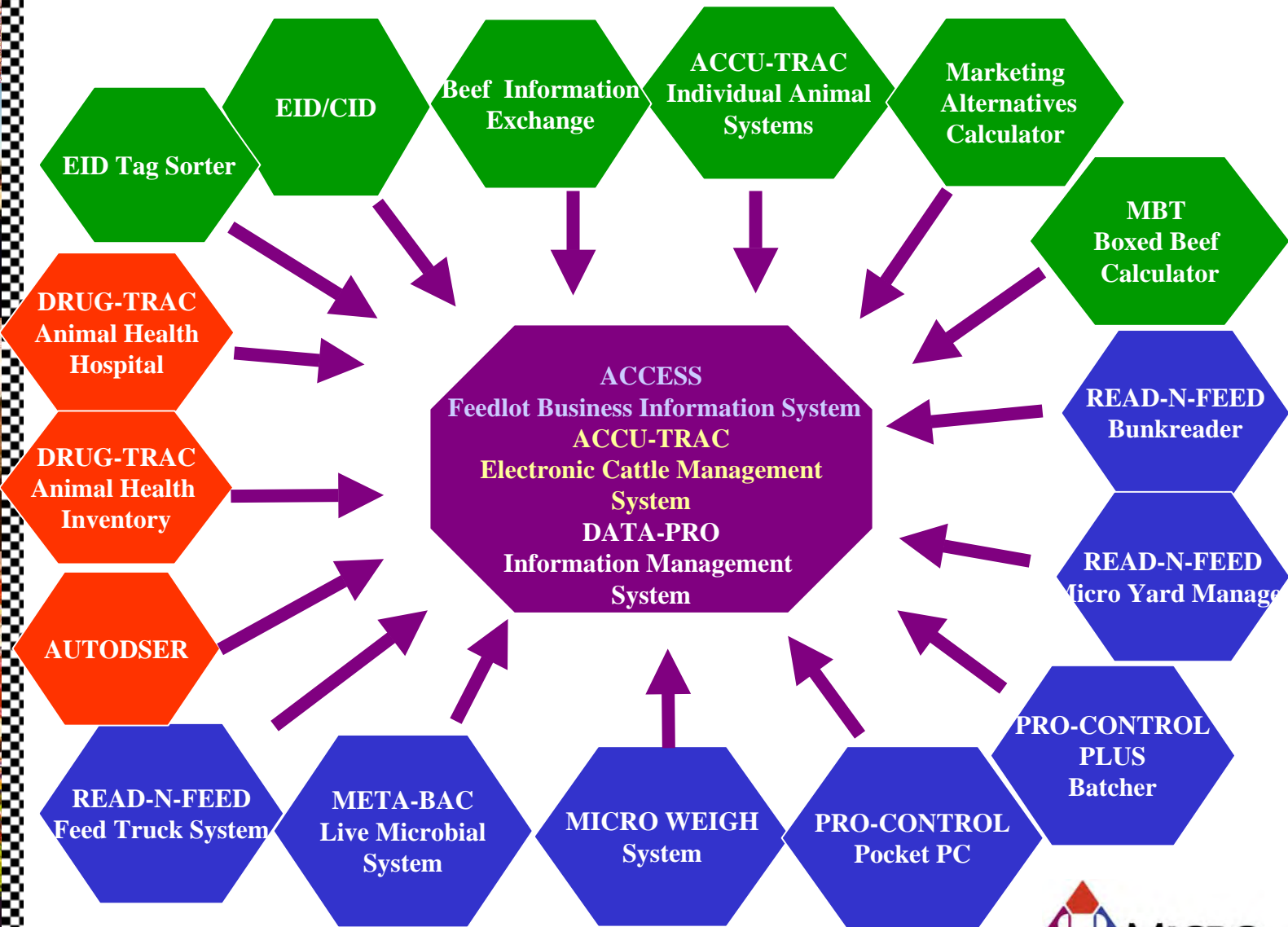
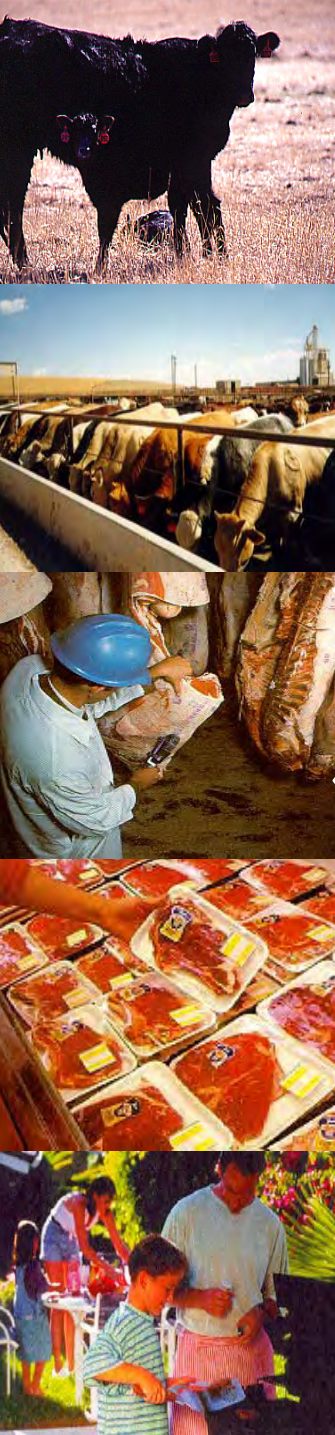




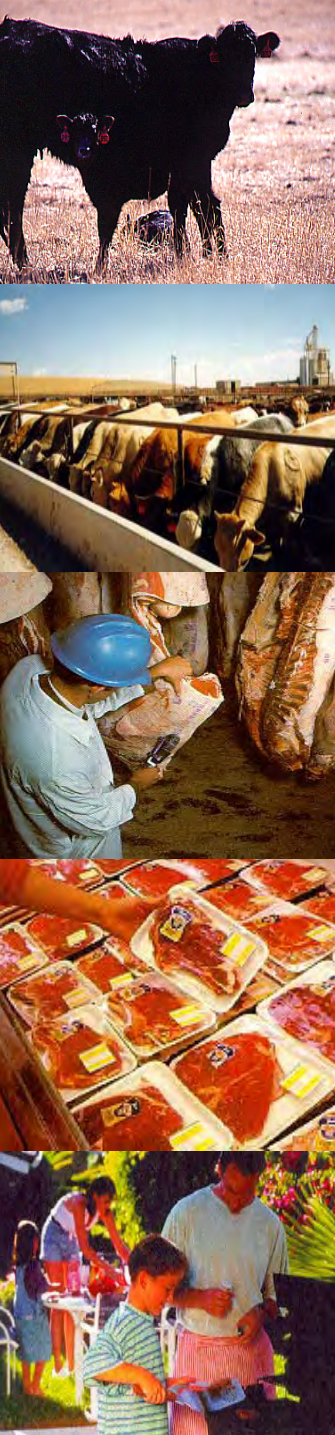
“The only sustainable competitive advantage comes from out innovating the competition.”

- James Morse,  
Management Consultant

# TECHNOLOGY INTEGRATION

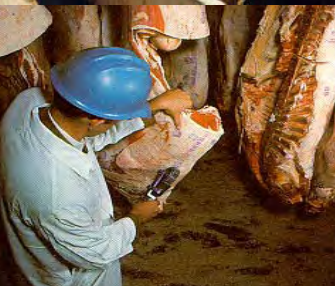


# Systems Approach



*“Making Beef Better by Managing Beef Production from Conception to Consumption”*

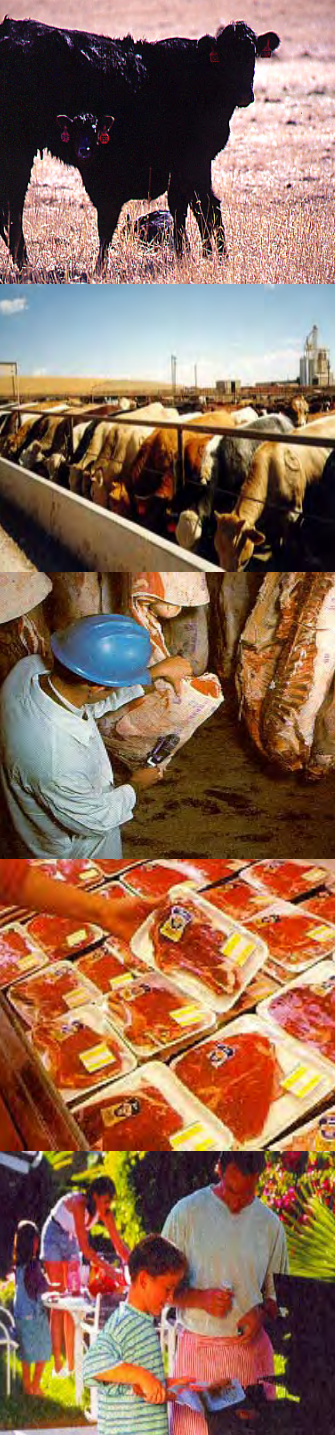




“The first rule of life is also  
the first rule of business;  
**ADAPT OR DIE**”

# Language of Business

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- National ID
- Health Management
- Social Responsibility
- Food Safety
- COOL
- Feed Safety System
- Intervention Strategies

# NATIONAL IDENTIFICATION

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- *Goal - 48 Hour Traceback  
Disease Surveillance, Monitoring and  
Eradication*
- *United States Animal ID Plan  
[usaip.com](http://usaip.com)*
- *Species Working Group*
- *Beef Information Exchange*



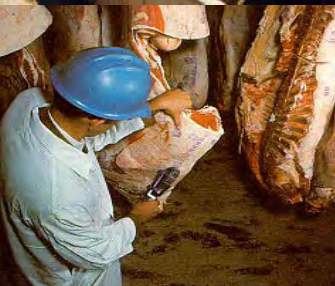
# FOOD SAFETY

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## Americans Top Food Safety Concerns:

- . Salmonella, 76%
- . E.coli, 75%
- . Trans-fatty acids, 71%
- . Mercury, 59%
- . Foot & mouth, 44%

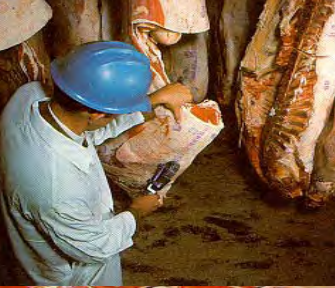
NPD Group/NPD Foodworld/Food Safety Monitor, USA TODAY

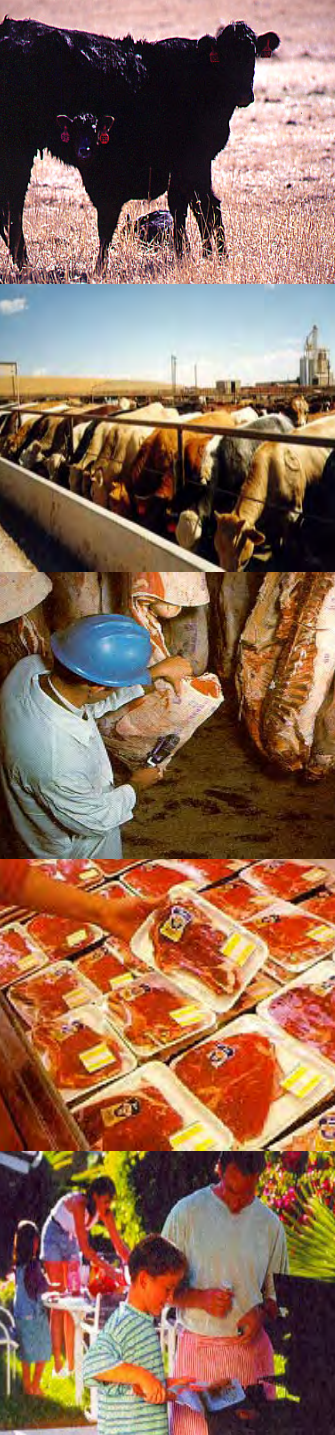


“Most companies don’t believe they can make a better product.”

- Ely Callaway, Founder Callaway Golf

# The ACCU-TRAC® Electronic Cattle Management System.





# Purpose Driven Solutions

- Individual Animal Management
- Health
- Feed M
- Process
- Source
- Informa
- National ID
- Food Safety
- COOL
- Social Responsibility
- Feed Safety System

**MICRO BEEF TECHNOLOGIES**  
MAKING BEEF BETTER

## Comprehensive Systems Approach

ACCU-TRAC  
Individual Animal

FEED  
der

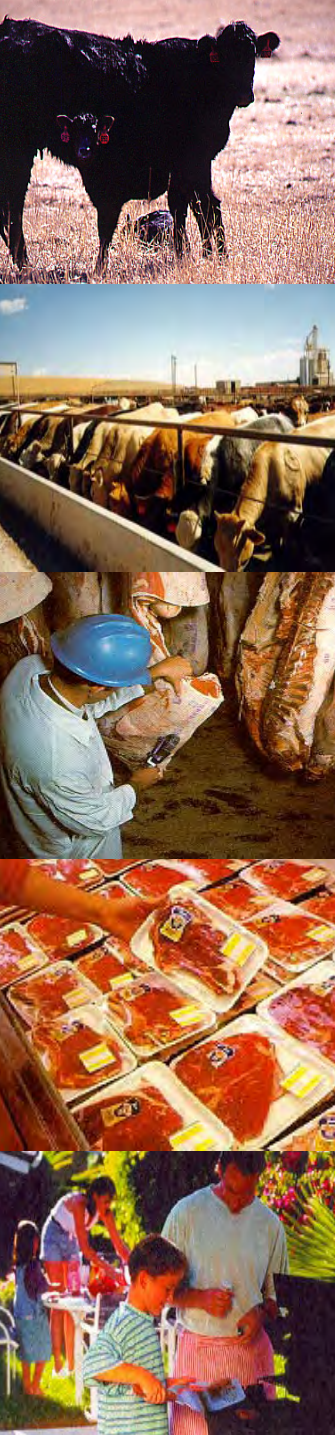
CONTROL  
Batcher

HEAD-N-FEED  
d Truck System

META-BAC  
Live Microbial  
System

MICRO WEIGH  
System

# *The New Beef Quality Era*



**MICRO**  
**BEEF TECHNOLOGIES**

MAKING BEEF BETTER

[www.microbeef.com](http://www.microbeef.com)  
800.858.4330