

ID/INFO EXPO Technology Seminar

eMerge Interactive



eMERGE

HELPING THE INDUSTRY CHANGE ... ONE ANIMAL AT A TIME

Who is eMerge?

We are a technology company that provides:

- individual animal tracking services
- supply chain logistics services
- food safety technology

to the U.S. Beef Industry.



CattleLOG™

VerifEYE™
Food Safety Technology



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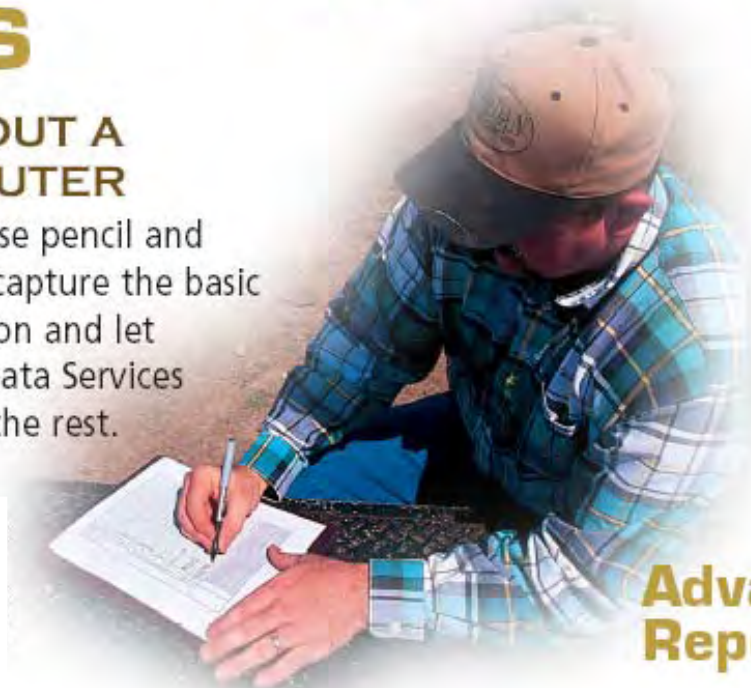


CattleLOG™

eDS

WITHOUT A COMPUTER

you can use pencil and paper to capture the basic information and let eMerge Data Services (eDS) do the rest.



Advanced Reporting

PRO

WITH A COMPUTER

you can automatically gather data and let CattleLOG Pro turn data into knowledge.



EITHER WAY . . . You'll have the advantage of knowing how to get even better performance from your cattle.

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CattleLog Customer Video



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eMerge in the Marketplace

- Our customers include:
 - ADM
 - Purina
 - Beef Marketing Group
 - Texas and Southwestern Cattle Raisers Assn.
 - Montana Beef Network
 - Ranchers Renaissance
 - Oklahoma Quality Beef Network
- Ranches, livestock markets, order buyers, feed stores, consultants, veterinarians, state livestock associations, feedyards, alliances, and equine services in 26 states.
- Over 150 million head of livestock, groups and individuals, under management from domestic and international customers

eMerge's Role in USAIP

USAIP Components:

1. Premises Identification
 2. Animal Identification
 3. **Animal Tracking**
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- ```
graph LR; A([Set standards; leave alone]) --> B[1. Premises Identification]; A --> C[2. Animal Identification]; D([Difficult, dynamic]) --> E[3. Animal Tracking]
```

## We provide the following to help implement USAIP:

- Experience with animal movements, large data sets
- Broad, deep infrastructure with existing customers
- Education and communication channels
- Ability to share required data quickly and accurately
- Added stability and confidence; accelerated implementation



**eMerge Interactive**

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