



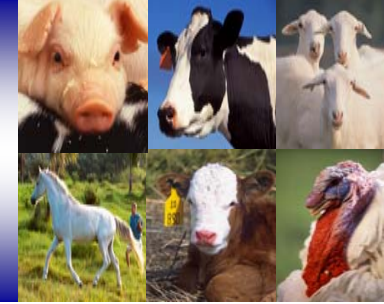
# R.O.I. – A Systems Approach to Animal ID



## ID • INFO EXPO 2006

August 22, 2006  
Kansas City, Mo

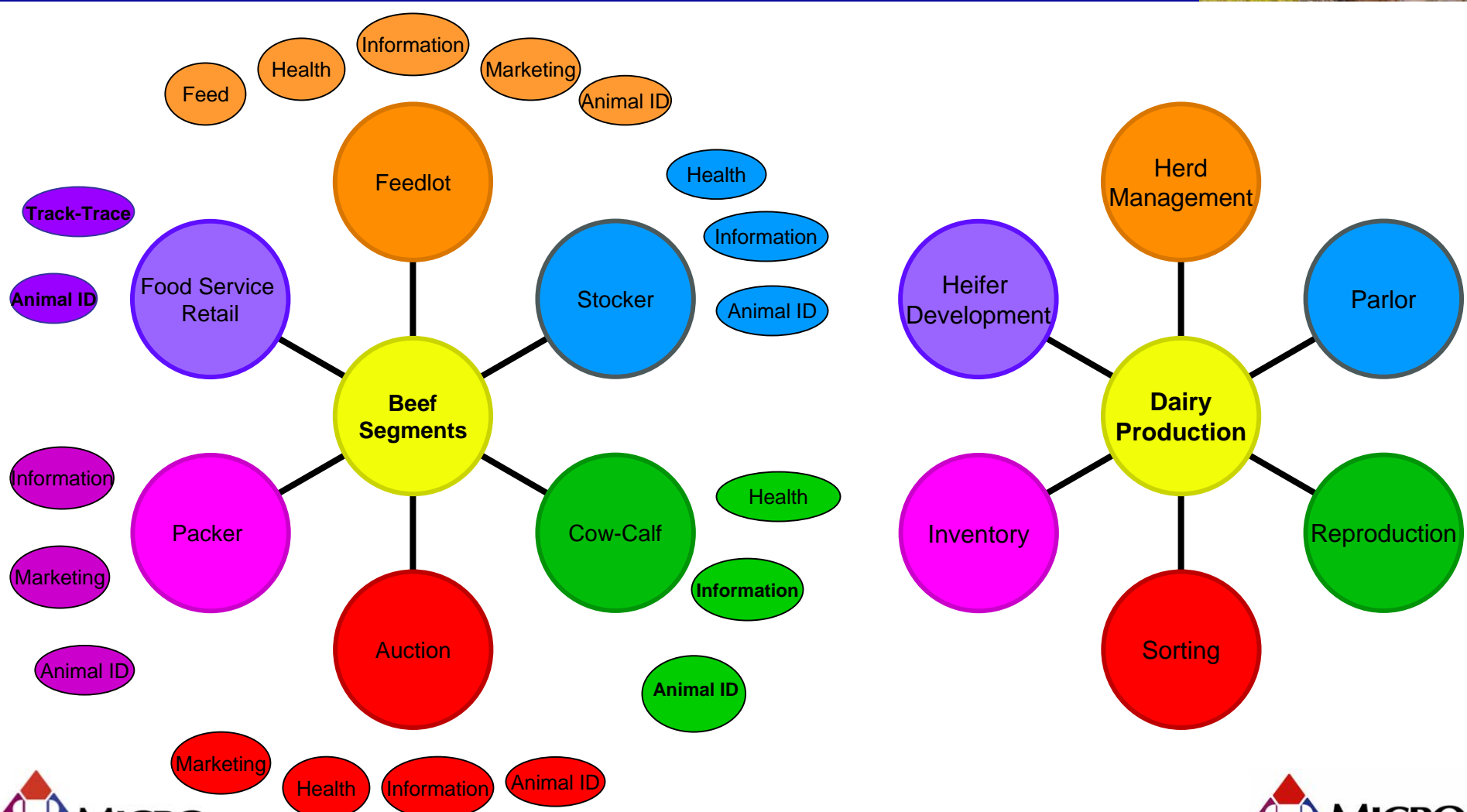
# Micro Beef is uniquely positioned to help meet the needs of animal agriculture



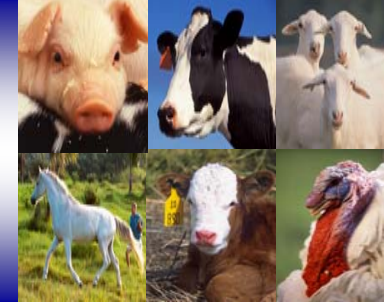
- Privately held company - 35 years multi-species innovation and service-based reputation
- Leading management systems integrators, R&D - the deepest team of scientists, engineers, IT experts and support staff
- Extensive animal agriculture relationships – average customer life 25 years
- Our customers - 60% of fed beef industry; stockers; cow-calf; processors; alliances; 85% swine genetics; 33% swine processors; large commercial dairy's; States and; Associations
- Extensive RFID experience and expertise – 15 years
- Pioneered and implemented the first individual animal identification, tracking and health management systems for beef – electronic ID – 20 + years
- Pioneered and implemented the first individual animal management system with traceback utilizing RFID
- Millions of animals tracked, traced and managed
- Broadest offering of seamless management systems technologies
- Patent portfolio of more than 50 worldwide patents – 20+ useful inventions



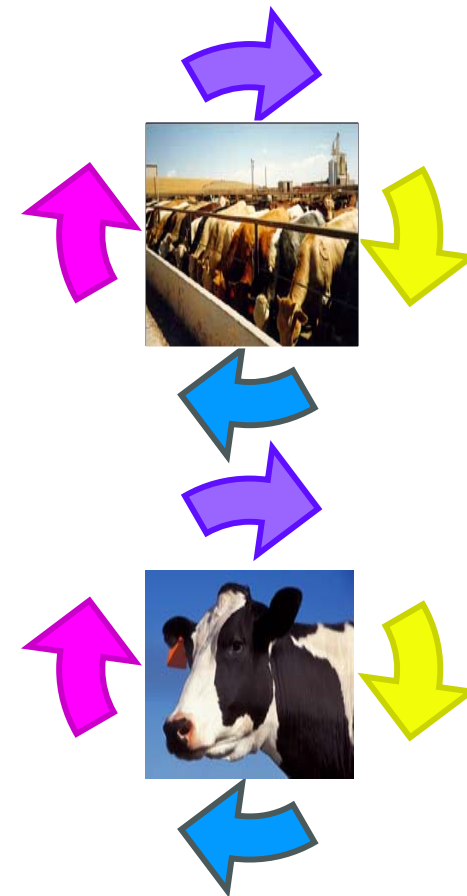
# We provide our customers Enterprise Wide Management Systems and Integration



# Animal Life Cycle Management Core Competencies



- Individual Animal Identification and Management
- Lifetime Animal Traceability
- Application, Mobile and Web-Based Solutions
- **Health, Feed, Information, Marketing, Carcass, Location, Pedigree Credentials**
- Compliance Verification Systems for NAIS, QSA, PVP and BEV
- Supply Chain Systems
- Food Safety and Quality Assurance
- Data Warehousing -Knowledge Management

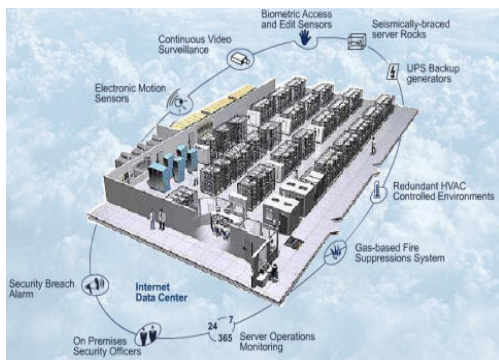




# National Animal ID – Data Center Database Hosting Facility Animal Data Service



**ORACLE** PARTNER



## Data Center Specifications

- Oracle Partner
- Location – Oracle, Austin, TX
- Currently Operating
- Database and Data Management Architecture
- 99.9% uptime reliability 24 x 7

## Security

- Impenetrable
- Unbreakable Security
- Disaster Recovery
- Redundant Hardware, Software and Data

## Network

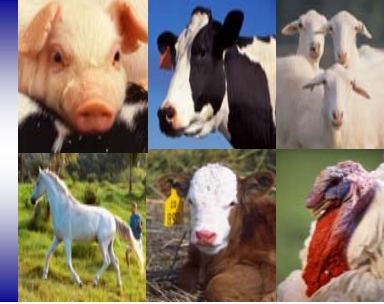
- High Speed/Bandwidth Internet Backbone
- Maximum resiliency – unbreakable connectivity
- Redundant Firewalls

## Infrastructure

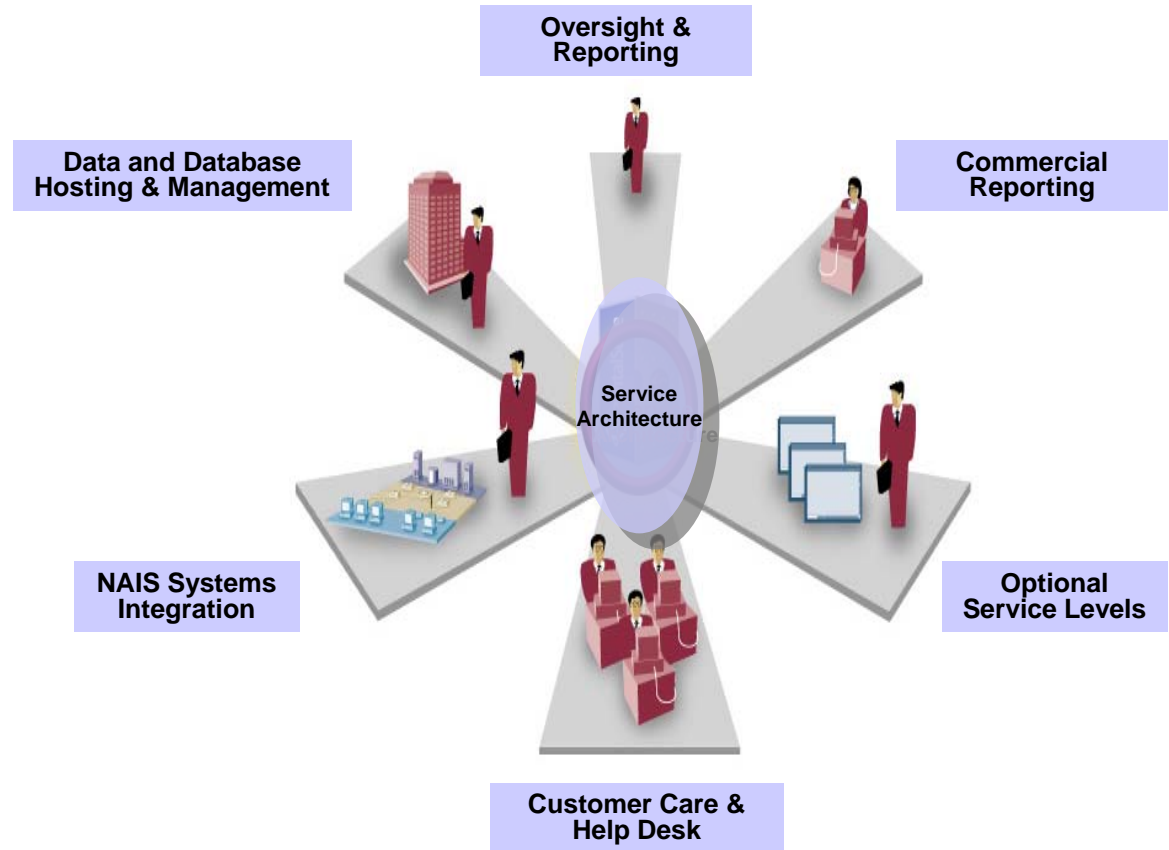
- High availability
- Scalable
- Dual utility power – multiple sources

# Data and Database Managed Services

## Service Oriented Architecture



- **Database Hosting Facilities**
- **Database and Data Security**
  - Official Data Only
  - Commercial Data
  - Official & Commercial Data
- **Database Integration**
- **Commercial Reporting**
- **Managed Services**
  - Hardware
  - Software
  - Network
  - Security
- **Help Desk – Official Data**
- **Oversight Reporting**
  - Analytics – Business Intelligence
- **Growth Path**
  - Customer specific technology/traceability

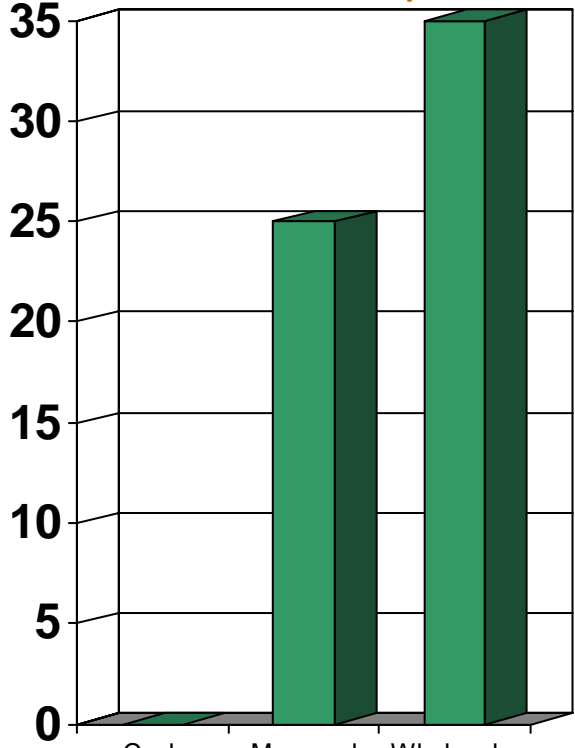




# Animal ID Return on Investment – ROI

## Does Individual Animal ID and Management Pay?

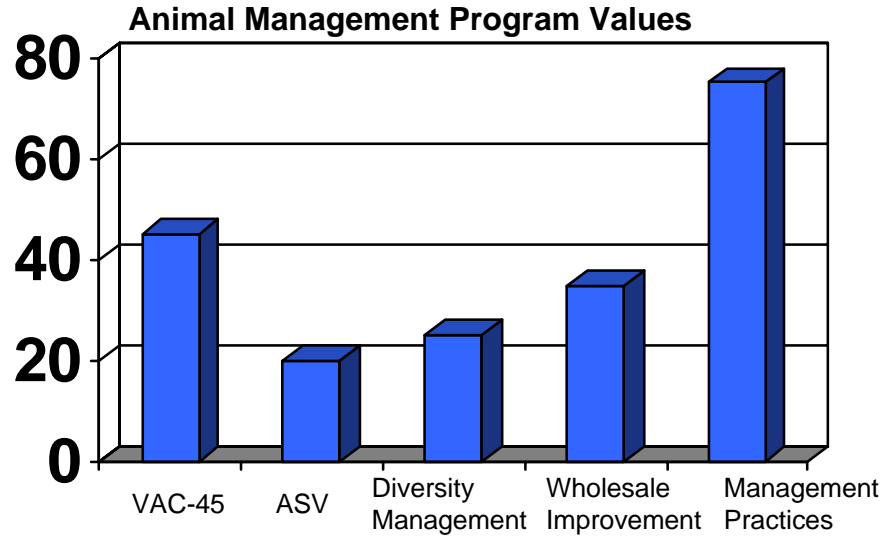
**Assumptions:**  
 RFID - \$2.00 Tag  
 Systems - \$1 – 5 per head  
 Total Cost \$3 – 7.00 per head



Average ROI = 7:1  
Cumulative ROI 20:1

*In any Given Week, In any Region there is easily a \$25-\$30/cwt price spread on Calves In the same Weight Class*

Added value (\$/cow) as % weaned calf crop increases\*  
 \$20/head Advantage for Source and Age Verified Calves  
 Is Equal to a 3-4 Point Increase in Weaned Calf Crop %  
 Every 1 point increase in weaned calf crop % = \$5.67



For all of your profit driven animal management needs contact us....



MICRO  
720 S. Tyler, Suite 300  
Amarillo, TX 79105  
800-858-4330  
[www.microbeef.com](http://www.microbeef.com)  
[www.microdairylogic.com](http://www.microdairylogic.com)