

# CattleLog



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**CattleLOG™**  
Animal Information Solutions

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# eMerge Background



- We are a technology company that is focused on the agriculture and meat processing industries.
- Major product areas:
  - Animal identification and traceability

**CattleLOG™**

- Food safety technology



# Introduction to CattleLog



- We are a Data Services Provider (DSP)
- Providing animal ID services since 1999
- Our focus is on value-added production
- Manage and store approx. 10 million pieces of data for customers



# Introduction to CattleLog



- Our partners and customers:
  - Approx. 3,000 active users across 41 states
  - 70% cow/calf, 20% feedyard, 10% markets, veterinarians, feed stores, and packers
  - Average of 53% annual growth in customer base over the last three years
  - Partners: ADM Alliance Nutrition, Cattlemen's Choice/Loomix, Zinpro, and Pfizer (Per4mance Verified Program), Power Genetics
  - Approx. 300 trained CattleLog Agents
  - Partners, Dealers, and Agents provide over 1,200 CattleLog representatives in the field

# Products and Services



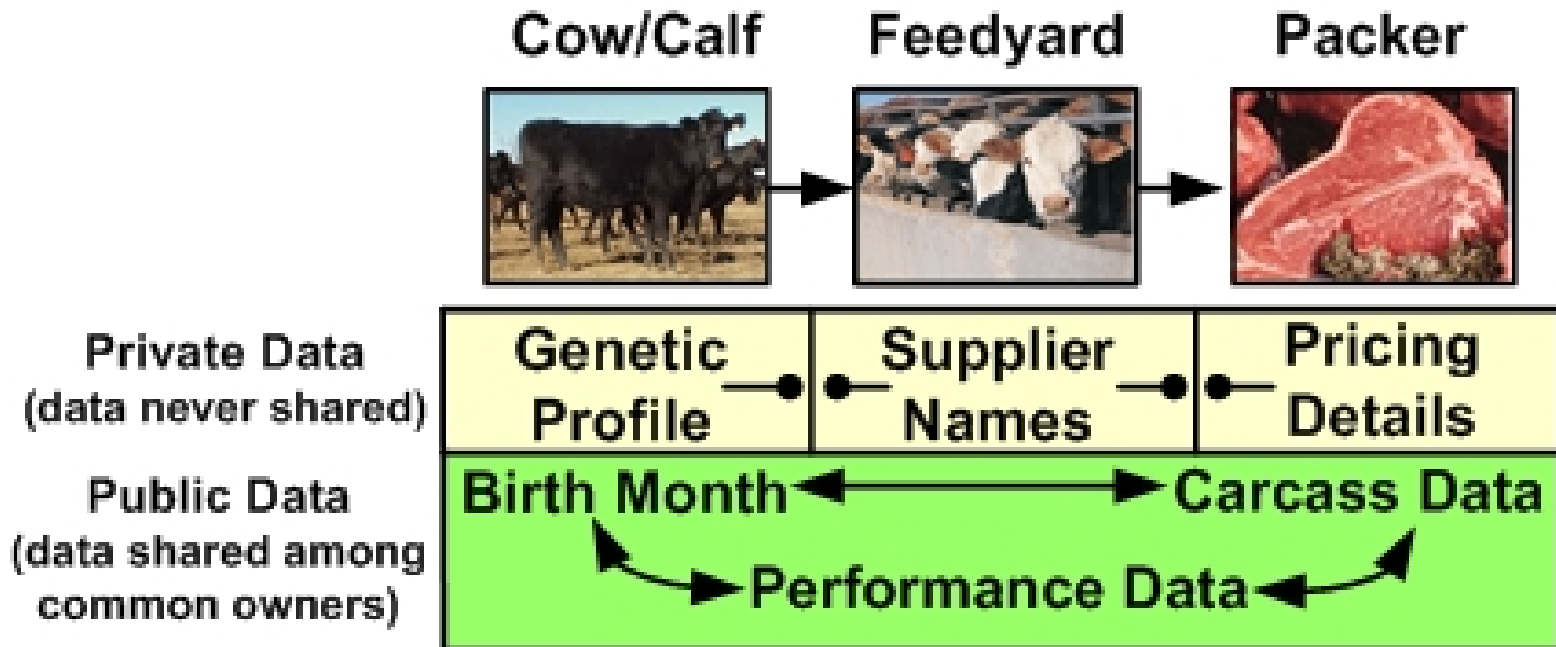
- Our businesses:
  - CattleLog Data Services: paper-based data collection for smaller producers
  - CattleLog Pro: data collection software for larger operations and feedyards
  - CattleLog Reports: data storage and reports
  - CattleLog Verification Services: on-site verification for value-added programs and CattleLog Listing Service



# Data Privacy



- Data is owned by the customer and never distributed without their permission
- Customer identity and production information is protected



# CattleLog Data Services



- Data entry service for smaller or seasonal producers
- No computer or EID reader required
- All required tags, worksheets, and instructions are shipped directly to customers for one-stop convenience
- Customers specify the data fields they want to collect
- Pharmaceutical worksheets simplify
- Summary report returned to customer; data is also available via CattleLog Reports
- Orders in quantities of 25 tags, choosing from Temple or Allflex (FDX or HDX), matched sets or single tags

# CattleLog Data Services

**CattleLOG™**  
Animal Information Systems

- Feature, Advantages, Benefits
  - Simple to use - no computer or internet required
  - Customized worksheets, record what you want
  - Easy way to get your calves age and source verified



# CattleLog Data Services

Uploaded 10/11/03 las

**eMERGE**

CIN #: 18563  
Report Batch: 3

EID	VID Prefix	VID	Wt	Sex	Prism 4 acc	Response mize	Syn H	Vision 7 acc	Cydoctin 25ml	Brand
982000007494371	Red	833	598	Hfr.						
982000007719121		834	426							
982000007531733		835	497							
982000007531514		836	485							
982000007494365		837	511							
982000007531574		838	490							
982000007490471		839	530							
982000007494301		840	520							
982000007531582		841	556							
982000007531941		842	550							
982000007531573		843	509							
982000007531747		844	5664							
982000007531546		845	513							
982000007494253		846	458							
982000007531745		847	482							
982000007531783		848	608							

**Customer ID**

**Group Data**

**Individual Data**

# CattleLog Pro



- Advanced data collection software for larger operations or feedyards
- Data collection options:
  - Chuteside with sorting
  - Data import
  - Manual data entry
- Protocol feature to simplify processing item setup  
3,000+ data fields pre-loaded
- Local reports for immediate feedback
- Interfaces to all major EID readers, scales, etc.
- Automated data upload to CattleLog database
- Perfect option for those collecting data for others

# CattleLog Pro



- Features, Advantages, Benefits
  - Flexibility: Choose automated entry, manual entry, or import data
  - History: Displays historical data on cattle entered into your system
  - Speed: Highest collection speeds in the industry. Automated features save you time!!
  - Calculations: Calculate real-time, individual ADG chuteside
  - Sorting: Easily sort your cattle by weight or ADG
  - Simple: One-click setup and one-touch data upload presets make data collection easy

# CattleLog Pro

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Animal Information Systems

**CattleLog Pro** [ - [ \_ [ X ]

Process Cattle | Animal History | View Scans | Configure Port | Sort Groups | View Report

Owner ID: 21717 | Owner: BMG Yard | Protocol: Natural

EID: [ ] | Sex: STEER | Edit Protocol

VID: [ ] | [ 0 ] | Steer

Temp: 0.0 |  Increment VID | Weight: 644 | Re - Weigh

VID From History | Heifer

Breed: [ ] | Lot: 5544 | Pen: [ ]

Color: [ ] | Comment: [ ]

Average Daily Gain		Prev. Weight	ADG	Date	Days
Weight	Since First	[ ]	[ ]	[ ]	[ ]
[ ]	Since Last	[ ]	[ ]	[ ]	[ ]


Total Head Count: 0 | Reset Count

Manual Save | Save

Sort Group

Protocol Item	Value	Apply
ALLIANCE	BMG	<input checked="" type="checkbox"/> Yes
BIRTH DATE 1st ANIMAL IN GROUP	01/03/2006	<input checked="" type="checkbox"/> Yes
ORIGIN	Ranch of Origin	<input checked="" type="checkbox"/> Yes
PROGRAM	NATURAL	<input checked="" type="checkbox"/> Yes

Close



# CattleLog Verification Services



- Auditing service that allows producers to verify production claims and qualify animals for many popular value-added and branded programs through on-site audits
- Based upon our USDA-approved age/source verification program
- Approved cattle can be posted to CattleLog Listing Service
- Customer receives:
  - On-site verification by a trained CattleLog Agent
  - Copy of official approval letter with complete animal listing
  - Copy of CattleLog Agent's completed on-site Audit Report
  - Upload of approved data into CattleLog database

# CattleLog Verification Services



- Available verification programs:
  - Age (USDA-approved)
  - Source (USDA-approved)
  - No Antibiotics
  - No Implants
  - No Ionophores
  - No Animal Protein (MBM)
  - % Black Hide
  - BQA Certified
  - Per4mance Verified
  - Health Verification (for Power Genetics)



# CattleLog Listing Service



- The cattle industry's only public listing of cattle that been 100% on-site audited for premium and branded programs
- Allows us to connect qualified supply with the available demand
- Feedyards and order buyers use this service to save time, lower procurement costs
- Some CattleLog customers have guaranteed bid arrangements for age/source cattle

# CattleLog Listing Service



- Customers choose their sales method and contact information: video sales, livestock markets, etc. may be listed
- Participation is voluntary, but early results have shown significant premiums
- eMerge is not involved in the buying or selling transaction

# CattleLog Listing Service



## CattleLog™ Verification Service

30 Listing(s) Matched Your Search, 4590 Head Matched Your Search.

Search Listing

Hold mouse over column titles for field definitions.

Est. Ship Date	Listing Date	Location	Contact	Phone	Head	Gender	Sire Info	Est. Weight	Audit Date	Programs Verified For:							
										Age-Verified	Source-Verified	No Antibiotics	No Implants	No Ionophore	No Animal Protein	% Black	BQA Cert
07/20/2006	07/14/2006	Douglass, KS	SOLD	SOLD	263	STEER	-	700	07/13/2006	06/10/2006	Y	-	-	-	-	-	-
07/27/2006	07/17/2006	El Dorado Sale Barn	SOLD	SOLD	30	HEIFER	-	740	07/12/2006	09/02/2005	Y	-	-	-	-	-	-
07/27/2006	07/17/2006	El Dorado Sale Barn	SOLD	SOLD	50	STEER	-	760	07/12/2006	09/02/2005	Y	-	-	-	-	-	-
08/15/2006	07/31/2006	10 mi N of Ft Worth, TX	Ronnie McNutt	817-613-9786	240	STEER	-	600	05/03/2006	09/10/2005	Y	-	-	-	-	-	-
08/15/2006	07/31/2006	10 mi N of Ft Worth, TX	Ronnie McNutt	817-613-9786	75	HEIFER	-	650	05/03/2006	09/10/2005	Y	-	-	-	-	-	-
08/15/2006	07/31/2006	10 mi N of Ft Worth, TX	Ronnie McNutt	817-613-9786	240	HEIFER	-	600	05/03/2006	09/10/2005	Y	-	-	-	-	-	-
08/15/2006	07/31/2006	10 mi N of Ft Worth, TX	Ronnie McNutt	817-613-9786	75	STEER	-	675	05/03/2006	09/10/2005	Y	-	-	-	-	-	-
08/15/2006	07/31/2006	10 mi N of Ft Worth, TX	Ronnie McNutt	817-613-9786	110	STEER	-	450	05/03/2006	09/10/2005	Y	-	-	-	-	-	-
08/21/2006	06/14/2006	Madisonville, TX	SOLD	SOLD	91	STEER	-	520	08/18/2006	10/01/2005	Y	-	-	-	-	-	-
08/21/2006	06/14/2006	Madisonville, TX	SOLD	SOLD	212	STEER	-	650	08/18/2006	10/01/2005	Y	-	-	-	-	-	-
08/21/2006	06/14/2006	Madisonville, TX	SOLD	SOLD	95	HEIFER	-	500	08/18/2006	10/01/2005	Y	-	-	-	-	-	-
08/21/2006	06/14/2006	Madisonville, TX	SOLD	SOLD	216	HEIFER	-	625	08/18/2006	10/01/2005	Y	-	-	-	-	-	-
10/01/2006	06/14/2006	Meeker, CO	Jim Buffham	888-272-3059	49	HEIFER	-	480	AUDIT PENDING	03/03/2006	Y	Y	Y	Y	Y	-	-
10/01/2006	06/14/2006	Meeker, CO	Jim Buffham	888-272-3059	55	STEER	-	500	AUDIT PENDING	03/03/2006	Y	Y	Y	Y	Y	-	-
10/10/2006	06/15/2006	Melville, MT	Jed Evjene	406-537-4405	290	HEIFER	-	550	05/16/2006	02/21/2006	Y	Y	Y	Y	Y	100	Y
10/10/2006	06/15/2006	Melville, MT	Jed Evjene	406-537-4405	288	STEER	-	600	05/16/2006	02/21/2006	Y	Y	-	Y	Y	100	Y
10/15/2006	07/13/2006	Big Timber, MT	Jim Trees	406-326-2150	90	MIXED	Black Angus	560	AUDIT PENDING	03/07/2006	Y	-	-	-	-	-	-

# Customer Service



- Phone support:
  - Customer service staffs phones 7 A.M. - 5 P.M. Central, Monday through Friday
- Local support:
  - CattleLog Regional Managers located throughout all U.S. cattle areas
- Account Maintenance and Data Correction:
  - Accessible online at [www.cattlelog.com](http://www.cattlelog.com)
- Online Knowledge Base:
  - Ready in September 2006

# For More Information



- Phone: 866-239-2665
- Internet: [www.cattlelog.com](http://www.cattlelog.com)
- Email: [info@cattlelog.com](mailto:info@cattlelog.com)



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