



We are excited to announce the **Cow Sense Verified** program to provide our customers with the opportunity to age and source verify their cattle. **Cow Sense Verified** utilizes the USDA-approved Micro Beef Process Verified Program (PVP) for Age and Source Verification for data management and on-site verification. Partnering with Micro Beef Technologies, the entire process is automated and simplified!

Cow Sense customers should carefully evaluate the PVP or Quality System Assessment (QSA) in their marketing plans. These tools could provide you opportunities to command premiums on your cattle. We have long considered whether Midwest MicroSystems should create our own PVP or QSA program and previously elected to encourage producers to seek out the program that best fits their individual needs.

As market signals change, we see growing opportunities for Cow Sense producers to differentiate their cattle in the marketplace. Cow Sense customers may certainly continue to participate in any PVP or QSA program of their choice. However recognizing that we need to make it simpler for producers to take advantage of these opportunities through Cow Sense, we now offer **Cow Sense Verified**.

Why consider enrolling cattle in **Cow Sense Verified**? Some export markets have enacted strict import requirements on U.S. beef shipments. USDA has established beef export verification (BEV) procedures to meet those requirements. Consumers, international as well as domestic, are requiring more standards and third-party verification of marketing claims. The Micro Beef PVP is a system that can use Cow Sense data to ensure compliance and provide the necessary verification to qualify cattle for these marketing opportunities.

There are documented reports of age- and source-verified cattle selling at a premium. This premium is **not a guarantee**, but depends on the market demand and potential buyers. Many marketing options present a way to capture a greater value from your calf crop and management. Early and frequent communication with potential buyers is important to determine if there is additional profit to be made.

Cost

Unlike other PVP programs, there is no cost for registration (or signing up your operation), *nor is there any cost associated with the on-site audit*. There is a one-time charge of \$1.25 per head to enroll cattle (volume discounts are available). This is in addition to the cost of the Electronic Identification Device (EID). EIDs can be purchased directly from Cow Sense and range from \$1.85 to \$2.35 per tag. [Order EID tags now.](#)

Privacy

A key concern for us is the confidentiality of our customers' data. As Cow Sense data resides on your local computer, you decide if, what, how, and with whom you may wish to

share that information. Uploading data to **Cow Sense Verified** does NOT endanger the confidentiality of your information. This system limits data access and protects confidentiality for each user.

- All of your Cow Sense data remains your property.
- Data is never released to third parties unless you request it.
- Information on an animal owned by two entities may be shared, but only anonymously.

Enrollment

Signing up your operation is easy!

- If you are presently a Cow Sense customer, simply visit the [Cow Sense Corral](#), and log in. If you don't know your login, click the "Send My Login" button or call 800.584.0040.
- In the Corral, locate the "My Account" column, and simply click on the "**Cow Sense Verified**" button. You will then receive an e-mail to assist you in submitting your cattle data and requesting the on-site verification.

Cow Sense Verified requires that an approved EID be attached to all cattle. From Cow Sense, you can easily order and record this information right from the Tag Wizard function.

Another important aspect of the Micro Beef PVP is the requirement of a third-party audit to verify age claims. An approved Micro Beef Agent must perform the on-farm/ranch audit **prior** to shipment of the cattle. With **Cow Sense Verified**, even requesting the audit has been automated. The process of enrolling cattle and obtaining on-site verification is summarized below.

An exciting benefit for producers participating in **Cow Sense Verified** is the option to list program cattle on the Micro Beef Listing Service. Although optional, this service provides you an opportunity to communicate with buyers demanding qualified cattle. The Micro Beef Listing Service is the largest online source for 100% on-site audited cattle, allowing cattle buyers a one-stop shop for qualified cattle and more exposure for your value-added cattle. To view the Listing Service, visit www.microbeef.com/cattlelisting.

Questions

Call 800.584.0040 or e-mail sales@midwestmicro.com today to discuss how to implement **Cow Sense Verified** in your operation. Do not wait as market time approaches for your cattle! Participating in the Micro Beef PVP does take time and planning. You will need to order EID tags, and apply the tags to the cattle. Cow Sense staff will assist you in registering your operation, requesting your audit and arranging for the on-site visit by the Micro Beef Agent. **All these events must occur prior to shipping the cattle!**

For current Cow Sense users, the documentation requirements to get your cattle qualified are simple! If you already use EIDs in your management, it is even easier. Additional information about PVPs and QSAs is [here](#).

Summary

Qualifying cattle for **Cow Sense Verified** through the Micro Beef PVP is a simple process. You have already made the commitment to document and record required information in Cow Sense. There is no need to re-enter information. Simply follow these easy steps:

1. Sign up to participate in **Cow Sense Verified** at the [Cow Sense Corral](#). Log in to your account at the Corral and click “Cow Sense Verified.”
2. Update to Cow Sense Version 4.74.
3. Tag calves with approved EIDs and mark calf records in Cow Sense to enroll.
4. Upload data to **Cow Sense Verified**.
5. When we receive your Cow Sense data, we will e-mail you an invoice and Audit Request Form.
6. Return the Audit Request Form with payment to Cow Sense Verified.
7. Your audit request will be forwarded from Cow Sense Verified to Micro Beef Technologies. **Micro Beef on-site audits must be completed before cattle leave the farm or ranch of origin. We require at least 14 business days to complete all required documentation and return the approval to the customer, so please plan ahead. We cannot guarantee the timing of any audit activities.**
8. Micro Beef Technologies will coordinate with you to arrange for the audit.
9. A trained Micro Beef Agent will conduct an on-site assessment to verify the information you have supplied.
10. If passed, cattle will be marked as verified for the audit criteria, and official documentation will be sent to you.

Links Referenced:

Order EID tags: <http://www.cowsensecorral.com/store/default.aspx?cat=animal%20id>

Cow Sense Corral: <http://www.cowsensecorral.com>

Micro Beef Listing Service: <http://www.microbeef.com/cattlelisting>

PVP and QSA Information: http://www.midwestmicro.com/docs/info/pvp_resource.pdf

<http://processverified.usda.gov/>

<http://www.ams.usda.gov/lsg/arc/qsap.htm>