

NEW PRODUCTS

by Lindsay King, assistant editor

Cattle Caller

These two new products make it easier for cattle producers to track performance of their cattle and make high-stakes marketing decisions right from their cell phone.

POINT

Scale-Tec, Ltd. and Performance Livestock Analytics, Inc. announce an exclusive partnership with the launch of Scale-Tec's new hardware platform, POINT™. This scale display platform adds improved features to Performance Livestock Analytics' Performance Beef™ feed management system.

"The new POINT device provides a powerhouse of connectivity, opening the door to the future of scale applications and integrations," says Nick Von Muenster, president of Scale-Tec.

The integration of the POINT scale display and Performance Beef software enables producers to accurately capture every pound of feed delivered and every dollar spent. The Performance Beef system offers real-time access to on-farm data and closeout reports to producers as well as their trusted advisor networks. The combined system ensures the right financial and operational performance information is getting to the right people at the right time.

Designed to be the leading agricultural scale display, POINT is entirely calibrated, supported and updated through its mobile app, increasing ease of use and

minimizing downtime. Its advanced connectivity allows multiple smart devices to connect to the POINT scale display, allowing producers to simultaneously view and share weight data. POINT is capable of connecting to a majority of scale systems already in use on beef operations today.

For more information, visit: www.performancelivestockanalytics.com or www.scale-tec.com.

Q-sort App

Selling overfat or underfat cattle costs beef producers millions in unrealized or lost margin. Quantum Genetix has tackled this issue with the launch of the Q-sort test and app. Q-sort uses market condition inputs to calculate the optimal margin gain of a pen of cattle based on genetic growth models. It provides information to reduce overfeeding and underfeeding and when to sell a pen of feeders.

"This is a culmination of years of research and millions of dollars invested to build a genetic model that makes it easier for feedlot managers to do their job," says Quantum Genetix President, Leigh Marquess. "The goal is to improve efficiency and profitability for beef producers.

Understanding when a pen of cattle is ready to be shipped is crucial; one week, either way, can significantly impact breakeven."

Q-sort takes complex genetic information and turns it into a simple decision-making tool, designed to work in the feedyard environment in virtual real time.

All the cattle feeder needs to do is take a small tissue sample, either on arrival or at reimplant time, via specific tissue collection tags provided by Quantum Genetix. Animal or pen ID is recorded and the samples are sent to the Quantum Genetix lab for processing. The genetic information is automatically uploaded to the app, leaving the operator to enter in their specific market conditions and some basic animal information. The app then calculates the optimum week the cattle should ideally be shipped. Another advantage is that the app will calculate the start date of ractopamine and projects a return on investment (ROI).

Q-sort is available directly from Quantum Genetix in the United States and in Canada from both the Apple Store and Google Play.

For more information, visit: www.quantumgenetix.com. 

