



## New Product Release

October 15, 2008

### **HerdStar® releases new version of Bintrac™.com- providing new decision tools for remote feed ordering and delivery tracking.**

Mankato, Minnesota-October 15, 2008-HerdStar®, LLC., an animal technology company, has just released its second major version of Bintrac.com. [www.bintrac.com](http://www.bintrac.com) is a web interface to HerdStar's BinTrac™ PRO bin monitoring system. This highly accurate end-to-end bin monitoring solution now allows remote access to feed bin levels, consumption, feed ordering, and feed delivery tracking.

This new BinTrac release features an all new Feed Order Desk which provides new decision tools for analyzing feed levels, consumption, and reorder amounts. Point and click to build a feed order and then BinTrac tracks delivery on that order. BinTrac feed level data is also available to any third party feed ordering and diet management software solution such as those provided by ISB(Land O' Lakes), Easy Automation, Prairie Systems, and Mtech Systems.

Tom Baarsch, Vice President Technical Operations, is the chief designer of Bintrac.com. Tom explains, "Bintrac.com monitors on-farm feed bin inventory and forecasts for the user when to order feed and how much to order. The system tracks these orders and reports whether the delivery was early, late, or on time. BinTrac also reports how much feed was delivered and whether it went to the right or wrong bin". Baarsch goes on; "The BinTrac Order Desk is designed to require no special experience to place an accurate feed order."

The heart of the BinTrac system is its accurate, yet affordable, load cells and mounting brackets that allow for installation without cranes on empty or filled bins.. Users are able to eliminate climbing feed bins and shift the feed ordering process to a central office, thus reducing labor, increasing feed budget accuracy, and enhancing worker safety.

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