



# beefSTARTER

gives you a new insight into your herd's performance  
and cuts tedious office work right down to size



Proven track record ■

Leading edge ■

Setting the standard ■

Simple to use ■

Integrates with other  
3rd party products ■



Load up the  
CD for all the  
Benefits of IT  
for your beef  
enterprise



## Why choose Orchid?

### Industry Standard:

Orchid is the UK's most progressive livestock IT company, and have been established since 1984. Orchid software lies at the heart of many industry standard applications with nearly a quarter of a million cattle from the UK's leading herds recorded on the system.

### Simple to use:

Our approach is to keep things simple. 95% of operations are carried out with simple mouse clicks. The system is also 'intelligent' and will notify you of errors.

### Universal Acceptance:

The software integrates seamlessly with third parties including DEFRA / BCMS, breed societies.



Orchid Data's new beefSTARTER on-farm software will cut through 99% of your administration and management tasks and make endless filing and form-filling a thing of the past.



**Designed to be as simple to use and understand as possible, beefSTARTER is the perfect foundation for harnessing the power of Information Technology. Load up the CD and your PC will bring all the benefits of IT straight into the heart of your enterprise.**

## Help and Support

beefSTARTER has comprehensive support built into the system. You also get access to our one-to-one support line, as well as an Internet-based support system, that can be used to submit data or questions 24 hours a day, 7 days a week. You can also download tutorials and updates direct from our website.

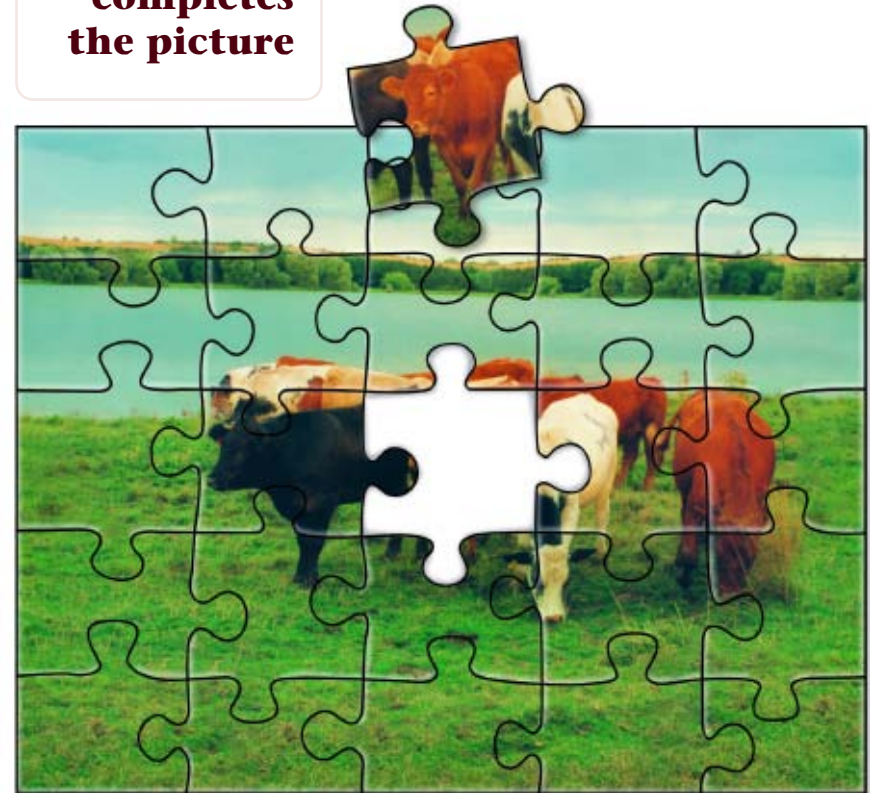


**completes the picture**

"With Orchid we know exactly where we are with any of our animals at any time, and make management decisions with much greater confidence as a result"

herd management  
passport scanning  
weighing  
feed management  
electronic tag link  
veterinary

beefSTARTER grows with you. As your confidence increases, you can expand beefSTARTER to cover all areas of your management.



### Simple Cattle Tracing

Track animals on a field by field basis

### Electronic BCMS Management

Cuts down on errors and time by letting you complete all your applications/movements by e-mail.

**beefSTARTER provides you with everything you need to keep herd records, satisfy DEFRA/BCMS requirements**

### Fulfils Statutory Requirements

Automatically produces a BCMS movement book and completes all passport applications.



# beefSTARTER

Everything required to keep your records and satisfy BCMS/DEFRA requirements

- Statutory movement book
- Animal tally
- Excellent animal tracing facilities
- Family tree
- Herd Register
- Passport applications
- Electronic passport applications.
- Electronic BCMS movements

## Additional Management Modules to help Maximise Beef Enterprise Profits:

### **Veterinary:**

- Completes veterinary history for every animal including costs
- Stocks of medicines
- Drug usage
- Problem analysis
- Medicine book - complies with statutory legislation

### **Feed**

- Records every foodstuff for individual animals including costs
- Easy to use feed dispensing
- Feeding printout
- Feed history
- Farm assurance

### **Weighing:**

- Individual animal graphs weight gain/day
- Weight report
- Sales weight analysis
- Sales Margins related to purchase price, feed and premiums

### **Herd Management (suckler)**

- Flexible action lists
- Overview - buildings, services, calvings
- Event reports for calving, services, PDs, culls etc.

### **Electronic Tag Link:**

- Allows data to be fed into the program via a hand held ear tag reader

### **Passport Scanning**

- Scans passport barcodes for rapid data input
- Handheld scanner available