



Elanco

**PenPoint™**  
Sort

Knowledge Solutions

# PenPoint™ Sort System

Hands-free, on-chute technology that provides cattle feeders data-driven results to help improve profitability. Backed by research and built for the toughest feedyard environments.

Right for cattle. Right by you.

**Elanco**

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# PenPoint™ Sort

Compatible with existing feedyard processing chutes, PenPoint™ Sort optimizes sorting decisions at the speed of processing. It helps simplify cattle sorting by incorporating compositional metrics for more accurate and informed management with more consistent finishing targets at marketing.

## The value of compositional sorting with PenPoint Sort

Classifying, sorting and projecting incoming animals into homogenous feeding cohorts and ensuring they are fed to optimal harvest weight, PenPoint Sort helps producers minimize risk and maximize return on their investment.

### Maximize return

- More data provides a greater opportunity to **market more optimally finished cattle.**
- Avoiding discounts and feeding for optimal finish composition can **generate an additional \$10-\$40 per head.**
- Increase time on feed of lighter, less finished cattle, **adding saleable weight.**

### Minimize risk

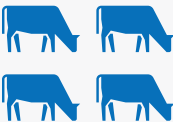
- Reduce the potential of yield Grade 4s and 5s and heavy carcass discounts with **data-driven marketing.**
- **Conserve feed inputs** by identifying heavier, fatter, more finished animals and moving them into earlier harvest groups.



Increased live and hot carcass weights<sup>2</sup>



When sold on a grid, these attributes deliver more premiums and fewer discounts<sup>2</sup>



More consistent size and composition at marketing<sup>2</sup>



When sold live, cattle return more value due to increased live weight<sup>2</sup>

# More optimal harvest weights

See PenPoint in action

## Weight sort vs. PenPoint<sup>3</sup>

1,001 head of cattle were sorted (computer simulation) using two different sorting methods:

1. Weight sort
2. PenPoint sort based on composition metrics: weight, hip height, rump length

Using PenPoint helps sort and classify cattle into more consistent harvest groups, which typically results in more optimal harvest weights.

Figure 1

Weight Sort: 1001 Head Example  
Weight Breaks are 1<sup>st</sup> Harvest = 781+, 2<sup>nd</sup> Harvest 780 – 672, 3<sup>rd</sup> Harvest 761- lbs.

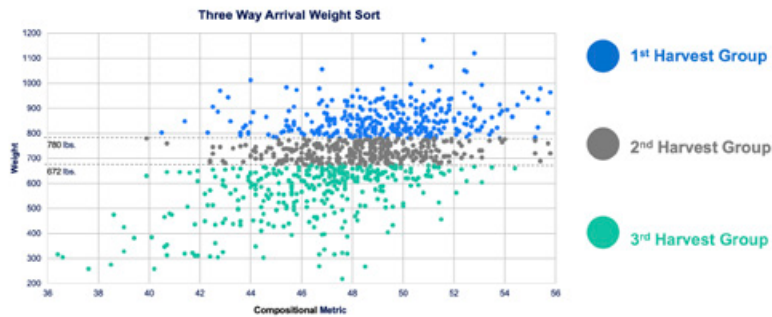


Figure 1 shows three harvest groups that were sorted solely by weights.

Figure 2

PenPoint Sort: 1001 Head Example  
19.9% of Cattle Were Moved Into a Different Harvest Group via PenPoint

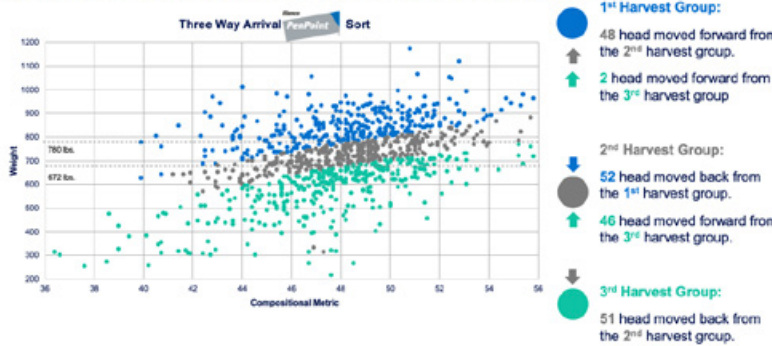


Figure 2 shows the same cattle re-sorted using PenPoint.

20%

of cattle were moved into a different harvest group after sorting via PenPoint.

Figure 3

PenPoint Delta: 1001 Head Example  
19.9% of Cattle Were Moved Into a Different Harvest Group via PenPoint

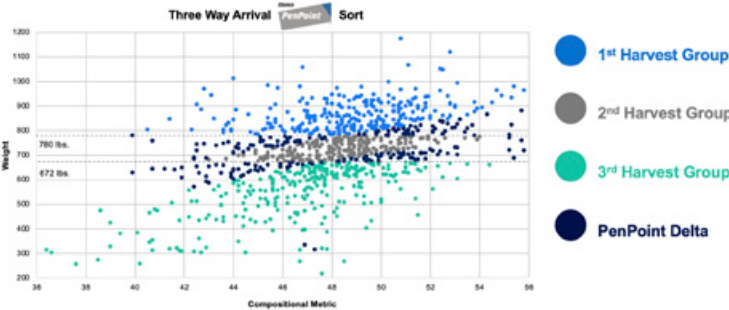


Figure 3 shows the cattle that were moved via PenPoint into more optimal harvest groups.



## How it works

Once the animal is in the chute, the hands-free system records animal weight and external measurements through a cloud-based platform. Sorting decisions are determined just five to 10 seconds after the animal's head is secured.

A chute-side monitor display with English and Spanish language options informs you what harvest group the animal belongs in based on your pre-selected sort parameters.

### Equipment is installed onto your existing chute and sorting system.

On-chute equipment includes two key components that communicate with PenPoint data management software located on a nearby computer away from the harsh processing equipment environment. Here's how it works:



**Animal enters chute fitted with PenPoint measurement equipment. Individual weights and external measurements are captured.**



**Captured data points are instantly fed to the PenPoint data management software.**  
Projects optimum sort groups based on preselected preferences.



**PenPoint controllers utilize this information to support catch and release functions of your squeeze chute.**

With no manual measurement or additional chute-side operator required, PenPoint Sort can be easily operated with one processor.

It syncs with a web-based Feedlot Manager web application user interface that allows run set up, real-time run monitoring and reporting from any computer, tablet or smartphone with internet access.

### Minimize risk and maximize ROI with PenPoint Sort

Elanco is committed to the health and success of cattle operations by providing resources, tools and products to manage key diseases, optimize productivity and minimize parasite impact.

**To learn more or to schedule a site assessment, contact your Elanco sales representative or visit [ElancoPenPoint.com](https://ElancoPenPoint.com).**



<sup>1</sup> A subset of data from an Elanco industry standard population database.

<sup>2</sup> Garcia, D., Garrison, M., Swingle, R. 2005. *"The Value of Group-Based Cattle Sorting."*

<sup>3</sup> PenPoint data. Randomly selected across yards, years and lots.

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