



JIMMY CURTIS

LOCATION: NORTH EAST TEXAS, USA.
NUMBER OF CATTLE: 540

Jimmy Curtis manages a ranch in North East Texas. They normally run 800 cows but due to drought in 2011 and hay shortages they cut the herd back to 540. They run Charolais bulls on these cows with two breeding seasons.

Jimmy and the crew firmly believe in the value of measurement and performance management, having now used Tru-Test weighing equipment with EID (Electronic Identification) for over 8 years. "We use the weigh scale system to keep accurate records of weight gain on our calf crops. It gives us a better handle on which cows are doing their jobs raising their calves."

"It gives us a better handle on which cows are doing their jobs raising their calves."

Working in such dry, tough conditions also means they require products that are durable, low maintenance and easy to operate. "We've gone through three other stick readers before getting to use Tru-Test's XRS EID stick reader."

"By far we all like the XRS better. The battery life is more than enough to last all day and as you'll know, when you are working cattle the day can get long! It fits comfortably in the hand, and the screen display and data entry options make it just so simple to use."

Jimmy and four other guys run a busy ranch. They tend to cattle, put their own hay up and harvest around 7,000 pecan trees on the property annually, so any time savings are welcome. "The XR3000 indicator is great for sorting cattle quickly. Then we use the XRS stick reader when loading cattle on the trailer, to rapidly identify which cattle are on there for pasture change, and which are making the trip to the sale barn."

"I recommend Tru-Test to everyone who has livestock, because without accurate records you have no idea where you are or where you are headed! But a lot of ranchers still raise cattle the same way dad and granddad did, even though weighing technology and products have gotten so much easier to use. Tru-Test has proven they are a company that's taken an aggressive stance on helping the livestock industry get ahead."

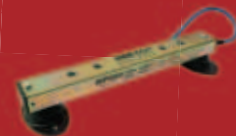
EQUIPMENT



**EziWeigh7
Weigh Scale
Indicator**



**XR3000
Weigh Scale
Indicator**



**MP600
Load Bars**



**XRS EID
Stick Reader**

