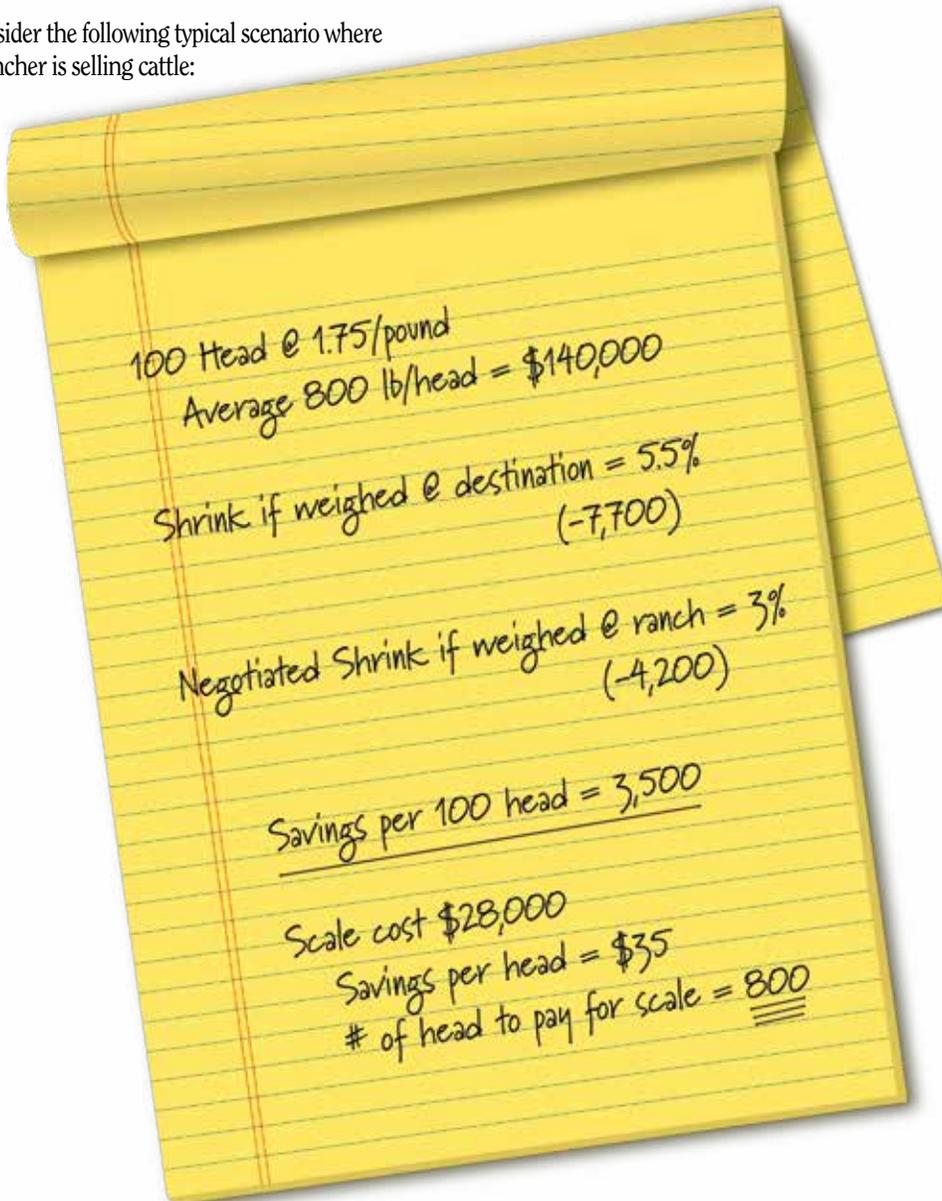




Shrink Loss and Grow Profit

Whether selling large numbers of cattle, hogs or other livestock, minimizing shrink loss is a major factor in maximizing your ranch's bottom line. Rice Lake's Legal for Trade Multiple-Animal Scale (MAS) is ideal for just that. The MAS line offers models for single or multiple animal weighing and are available in stationary, portable or mobile designs.

Consider the following typical scenario where a rancher is selling cattle:



MAS-M



MAS-P



MAS-LC



MAS-LM

With the ability to bring the scale to the animal, rather than the animal to the scale, Rice Lake's MAS line ensures maximum profitability in any transaction. On average, sellers who rely on an MAS scale can instantly recover 2 to 3 percent of their profits on every sale, making Rice Lake's MAS line one of the smartest investments in agriculture.

Visit www.ricelake.com/shrink to quickly calculate your savings and return on any Rice Lake livestock scale investment using our Livestock Shrink Calculator app.