

PRESS RELEASE

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Chinese Feed Company Invests in Research Technology

Shanghai Xinnong Feed Co. Ltd. announced the installation of Osborne Industries' FIRE® system at their research farm located in Xinchang, Nanhui District, Shanghai City in China. The FIRE system will be used to test the performance of various feed rations and feed ingredients, and the genetic capabilities of breeding pigs.

Shanghai Xinnong is a feed company that focuses on the research, development, manufacturing and marketing of complete feeds, multi-premixes and concentrated feeds for large pig farms in China. Located in Shanghai, Shanghai Xinnong has been supplying feed to farms within Shanghai and the surrounding provinces for more than 10 years. Continuing their expansion in the feed industry, "Shanghai Xinnong plans to select the best performance breeding pigs, using the FIRE system to optimize their genetic selection program", says Mr. Zhang Yi Zao, farm director of Shanghai Xinnong Breeding Pig Farm. "What we have learned about the FIRE systems previously installed by Osborne in the Shanghai area, convinced us that FIRE was the right choice for our performance testing facilities", added Mr. Liu Shuang Xi, factory manager of Shanghai Xinnong Feed Co., Ltd.



The Feed Intake Recording Equipment (FIRE) System automates data collection of feed intake, the weight of each meal an animal consumes, and the weight of each animal. Each FIRE feeder is equipped with an antenna which reads the individual Radio Frequency Identification (RFID) tag, thus identifying each individual animal. The information collected by the FIRE feeders is then sent to the on-farm computer program database. Pigs, sheep and goats have been successfully tested with FIRE feeders throughout the world.

Shanghai Xinnong's FIRE system is scheduled to be installed by the end of November of 2009, with start-up following shortly thereafter. The FIRE system was sold and installed by Osborne Livestock Technology, Ltd., a subsidiary of Osborne Industries, Inc., located in Shanghai, China.

The FIRE System is manufactured by Osborne Industries, Inc., in Osborne, Kansas, USA. Osborne Industries, Inc. is a diversified developer and manufacturer of advanced livestock management equipment and custom-engineered systems. For more information about FIRE and other Osborne systems, visit www.osbornelivestockequipment.com or e-mail sales@osborne-ind.com.

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