

For immediate release

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Game-changing Tech: GSatRancher

How a South Florida engineering firm is making agricultural land stewardship accessible

Working with Globalstar, GSE officially launched its truly revolutionary GSatRancher product, a solar-powered satellite tracking ear tag, engineered to meet the categorical needs of the cattle ranching industry, in late April of this year. The compact, but rugged device can be deployed on a single cow for its entire life without maintenance, providing up to three years of data and traceability for each tagged animal. The technology opens the door to affordable, reliable data collection for off-grid ranches, which is positioned to change ranching as we know it.

Environmental ethics, land stewardship, and ecologically responsible practices represent major opportunities for improvement within the beef cattle industry. Adding data collection to the ranching segment of the supply chain opens the door to insights that can help the industry gather a complete picture of its environmental impact while simultaneously adding accountability for adherence to standards intended to facilitate stewardship in the following areas.

- **Climate Change:** greenhouse gas emissions for the market include a large portion that comes from the use of fertilizers for feed. Animals raised on range grazing instead of feedlots reduce this consumption.
- **Water Pollution:** runoff from manure that gets into major waterways and larger bodies of water accounts for immense “dead zones.” Tracking provides insights that can help identify problematic areas where animals congregate and produce waste that can contaminate water supplies.
- **Soil Health:** overgrazing and compaction can severely damage top soil, and make land usage, particularly in riparian zones, a liability. With proper tracking, ranchers can prove proper rotation of animals to prevent overgrazing and compaction.

GSE has a decades-long reputation as a trusted and secure engineering and data software partner, servicing clients in both the private and public sectors with custom satellite-based solutions. Next to its projects with the US Department of Defense and NASA, GSE considers its upcoming opportunities with the GSatRancher to be among its most exciting work.

“When the rare occasion to redefine the way an entire industry does business presents itself, that’s where we want to focus our efforts.”

-Jeff Palmer, CEO of GSE