

For immediate release

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Game-changing Tech: GSatRancher

How a South Florida engineering firm is opening the door to growth in the beef market

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.

With transformational change like this, movement in the financial markets is always worth watching. The introduction of data collection to another segment of the supply chain in a \$300B industry is bound to move the needle on a number of companies that are poised to take advantage of the opportunity with new products and increased revenues.

Meat processing companies and retailers stand to see a rise in the average price per pound of beef products for animals that have been tracked their entire lives. With verifiable certification of grass-fed and other labels that fetch premium pricing, the change could happen as early as 2024. Cargill is privately held, and Perdue, who just bought the largest purveyor of grass-fed beef, is also private, but their public counterparts like Bunge, Tyson, ADM, JBS SA, and Marfrig are all equally poised to take advantage of the data revolution.

Supply chain data software providers also stand to see a tremendous boost in revenue if they can land contracts with these massive producers to integrate newly available data with existing logistical and inventory management systems. It will be interesting to see which companies partner with GSE to deliver these data solutions to the market.

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