For immediate release
Justin Vizaro, Product Manager, Head of Product and Creative Group, GSE
justin@gsat.us

Game-changing Tech: GSatRancher

How a South Florida engineering firm is turning the food supply chain on its head

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 the demand for ethically sourced products at historical highs and growing, the opportunity for the beef industry to add traceability to every phase of the supply chain is a tantalizing prospect. Meat processing giants will be able to certify significantly more products with labels that fetch higher market prices, like Organic, Grass-fed, and Free-range. Dairy producers will be able to verify the fact that animals aren't paddocked and confined for their entire lives, and that they roam freely when they are not being milked.

Because pricing premiums for ethically-sourced meat and dairy products regularly fetch anywhere between 10% and 50% markup, it becomes even easier to see how the all-inclusive price of $130 per animal pays for itself without even delving into production cost savings related to labor hours and fuel costs incurred during round up.

Now that GSatRancher has added complete farm to fork traceability for beef cattle to the rancher's toolbox, how long, exactly, before this level of supply chain traceability is the industry standard? Considering the value of open visibility of the supply chain to processors, retailers, and end consumers, the only limit on how quickly the paradigm shifts is how quickly ranchers can respond to the demands of their buyers and tag their herds.

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