

For immediate release

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Game-changing Tech: GSatRancher

How a South Florida engineering firm is upending the cost of tracking

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.

GSE is in the unique position of having both the hardware and software expertise to bring a low-cost tracking solution to the ranching industry. Leveraging its partnership with Globalstar, the company has priced the GSatRancher at just \$130 per animal, a one-time, flat-rate cost that includes the tracker, airtime for three years, a license for tracking software, and ownership rights to the data.

The \$130 price point, especially as an all-inclusive rate, is unheard of for satellite trackers, and is certain to provide GSE with a sustainable competitive advantage. It also makes the purchasing decisions of ranchers even easier, as the premium pricing for grass-fed beef falls anywhere between 10% and 50% markup against normal product. At the most conservative markup, each animal would need to average \$1300 to completely break even on paying for the GSatRancher, making all of the other benefits offered by the solution icing on the cake.

It remains to be seen how long it will be before tracking solutions like the GSatRancher become table stakes in the beef cattle industry, but with the kind of return on investment available immediately, it will be hard for ranchers to put off data collection for very long.

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