

THE NEW

CERES GEN6

Measure. Manage. Multiply.



INTRODUCING NEW REPRODUCTION ALGORITHMS

www.cerestag.com

WITH GEN6, REPRODUCTION BECOMES A STRATEGY YOU CAN MEASURE AND MANAGE, MULTIPLYING PROFITABILITY.

CERES GEN6 combines all the existing features of CERES RANCHER including satellite connectivity, insights from GPS location, to Pasture Feed Intake data, grazing, walking, ruminating, resting and more. We are introducing you to greater insight than ever before with our new range of reproductive insights.

OESTRUS IN BEEF CATTLE
CALVING ALERTS
MOUNTING PATTERNS



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CFD.800.12.25.1020.2

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CERES GEN6

BEEF CATTLE OESTRUS

Detect oestrus to determine the best time for conception.

CALVING ALERTS

Know when your cow calves to ensure both are safe and healthy.

MOUNTING PATTERNS

Monitor mounting patterns to ensure bull performance is at its peak.

NO TOWERS

Direct-to-satellite devices mean no additional infrastructure required.

GENETIC SELECTION

Identify and breed the most efficient animals.

CERES RANCHER BENEFITS

The same location, health, pasture and behavioural algorithms as CERES RANCHER.



When it comes to livestock performance, oestrus cycles and calving events are valuable insights. Monitoring both provides a complete picture of reproductive efficiency, herd productivity, and overall return on investment.

OESTRUS DETECTION = PREDICTIVE INSIGHT

Early and accurate identification of oestrus behaviour helps producers optimise breeding windows, improve conception rates and reduce open days.

CALVING = OUTCOME VALIDATION

Tracking calving confirms the success of breeding programs and provides tangible data on gestation length, birth intervals and herd turnover.

COMBINED, THEY DRIVE PROFITABILITY

Integrating oestrus and calving data allows producers to connect cause and effect, seeing exactly how reproductive management impacts weaning weights, inter-calving intervals and herd growth.

DATA-DRIVEN DECISION MAKING

With CERES TAG's continuous monitoring, producers can visualise the entire reproductive cycle, from heat detection to post-calving recovery, without handling animals or relying on manual observation.

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PROVEN IN THE FIELD

The registration process is easy and fantastic. Your support has been wonderful.

The data has been most useful by giving me a grazing heat map over time, showing me where the animals go and where they don't and what parts of the property I can open up with water. So in real terms, this data has probably increased the value of the property to me by 10 to 20%.

PETER - AUSTRALIA

A few years back, I was working on an operation near Grande Prairie, Alberta, where we purchased your tags through a grant program.

They were incredibly helpful—especially during a summer with an active forest fire. Being able to track cattle in the lease land saved us a ton of time locating animals.

CLAYTON - CANADA

LEARN MORE WWW.CERESTAG.COM

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