

Purchase Process for CERES GEN6 Satellite Cattle Tracking Tags

CERES GEN6 is the latest CERES TAG device, delivering cattle data directly from satellite to your phone or computer.

- Purchase GEN6 tags from Farmers Depot. We stock these in our Red Deer warehouse and can deliver via courier to your farm or a courier drop-off point.
- Register and activate tags on CERES TAG website (36 months of satellite fees apply).
- Create an account with a CERES TAG Software Partner (monthly software fees apply).

This document will guide you through the purchase process and provide a quote for one-time and 36-month fees in Canada, as of September 2026 (prices are subject to change without notice*).

*Please note, fees from CERES and their software partners may change and are not controlled by Farmers Depot.

CERES TAG GEN6 FEATURES

- Share access with team members so everyone can view herd data.
- Built tough with **IP68 waterproof protection**, CERES GEN6 tags are rugged, lightweight, and ideal for tracking bulls and cattle without bulky neck collars.

- **Maximize Herd Efficiency and ROI**

Once registered and installed, and cattle/ranch details entered into software, each tag provides up to **4 location updates per day**, helping you:

- Track animal locations
- Track “geo-fencing” vs. the pasture borders you draw on the satellite map.
- Locate animals and save time.
- Identify overgrazed and underutilized pastures (this feature may cost extra from some software providers).

You'll also receive alerts for:

- Unusually high movement (potential theft).
- No movement for 60 minutes (possible mortality or lost tag). An alert will be delivered after 60 minutes, and every 6 hours thereafter.

- **Pasture Intake Reports**

- Daily behaviour (1x/day) reports measure:

- Grazing
- Walking
- Ruminating
- Resting
- Drinking/Other

Combined with animal weight data that you provide, CERES generates insights into herd health, efficiency, estimated pasture intake (kg), and methane output (g). You provide animal weight first as a base level, then provide updated weight at a later period. Then, software can calculate Efficiency.

The Pasture Intake Report can identify your most efficient animals so you can make more informed selective breeding decisions to improve herd performance over time.

- **Reproduction Monitoring**

- CERES GEN6 includes:
 - Estrus detection
 - Calving alerts
 - Estrus activity appears in daily reports, while calving alerts are sent every 10 minutes during a calving event.

Flexible and Reusable

Tags require approximately **6 days** to learn an animal's behaviour profile. They can be removed and redeployed to another animal, which requires a new 6 day learning period.

THE CERES TAG PURCHASE PROCESS

1. Please read the Application Instructions provided by CERES, on the Farmers Depot website.
2. Purchase tags, secondary male component tags, applicator, and activation tool from Farmers Depot. This is a one-time purchase.
3. Register and activate tags through CERES, which starts the satellite service. Monthly fees will apply for 36 months.
4. Subscribe to a CERES-approved software partner to manage animal and pasture data. Monthly fees will apply.

Important Conditions

- Sold and registered in packs of 10.
- To see individual cow efficiency, animal weight is required during setup and at a later date (software provides a comparison of weights over time vs. behavioural inputs).
- Satellite service is a **3-year, non-cancellable** CERES plan billed monthly.
- Software subscriptions are required and billed separately by your chosen software partner.

Sample Cost for 10 Tags, as of September 2026 (and subject to change without notice)

- Tags, male secondary components, applicator, and activation tool: \$714.95 – one time charge (Farmers Depot)
- Satellite service: \$5 USD (~\$7.15 CAD) per tag/per month (CERES TAG)
- Software subscription: Price and service vary by company. Some charge a flat fee in addition to tag fees. Expect minimum \$1.50 USD (~\$2.15 CAD) per tag/month (Software company, Rangeview example).
- Approximate total cost for satellite service & software:
 - \$9.30 CAD per tag/month
 - 3-year total for satellite service & software: \$3,348 CADSatellite service & software cost per head: Approximately \$113.15 CAD per year, or \$0.31 CAD per day.

For support, contact CERES at **info@cerestag.com**. The CERES Kansas City support team can remotely troubleshoot registered tags.



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