

# GIZMOS & GADGETS

## Products for use on farms and ranches

by Jessica Wesson, editorial intern

This month's column includes long-range ear tag technology, a newly designed state website, fence energizers, a foliar nutrition product, and a weather-safe lick tub.

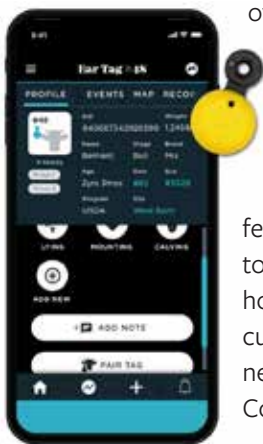
### ▶▶▶ Long-range ear tags

HerdDogg introduces its industry-first long-range ear tags for livestock, part of the company's comprehensive data collection and analysis platform that enables producers to monitor animal health and implement farm-to-fork traceability. The new HerdDogg DoggTags® use Bluetooth® 5 (BT5) technology to transmit sensor data stored within an active smart tag attached to the animal's ear.

BT5 technology significantly extends the range at which animal biometrics can be read — up to 100 yards. By situating an array of DoggBone cellular bridges around the ranch, an enormous amount of animal data can be captured. These data include animal identification and location, as well as the animal biometrics and health data that are becoming increasingly valuable for ranchers, producers, retailers and consumers.

The HerdDogg platform enables automated data capture and analytics at an individual animal level, which reduces animal handling and improves accuracy. A producer can implement fully automated capture of unique animal data and build a comprehensive profile of an animal for quality and welfare programs.

For more information, visit [www.herddogg.com](http://www.herddogg.com).



### ▶▶▶ Website redesigned

The Texas Beef Council (TBC) has relaunched its website at [www.TexasBeefCheckoff.com](http://www.TexasBeefCheckoff.com) to make it faster and easier for Texas cattle producers to learn more about their state's beef checkoff program. The site features enhanced navigation for a better overall user experience. A new blog-like structure helps visitors discover content and information relevant to their unique needs and interests. The homepage features large, easy-to-find links to key information, including how the checkoff works, current programs and the latest news from the Texas Beef Council.

For more information visit [www.TexasBeefCheckoff.com](http://www.TexasBeefCheckoff.com).

### ▶▶▶ Foliar nutrition product

Homestretch Harvestshield™ is a unique biological and foliar nutrition product introduced by Meristem Crop Performance as the latest addition to its robust Homestretch

family of foliar nutrition products. Components vital to stress mitigation and cell division include:

- ▶ Polyphenols protect the plant from oxidation caused by environmental stresses or stresses on the plant during rapid growth stages.
- ▶ Auxins are known to stimulate cell division.
- ▶ Betaines keep water content stable in plant cells.
- ▶ Arginine is an amino-acid building block for polyamines. Polyamine production increases during times of environmental stress, including drought, heat and high salinity levels in soil.
- ▶ Tryptophan is an amino-acid building block for Indole-3-acetic acid (IAA) and assists plants in cell expansion and cell division.

More information is available at [www.MeristemAg.com](http://www.MeristemAg.com).

### ▶▶▶ MLS tubs

MLS low-moisture tubs provide weatherproof supplement delivery, ensuring supplement will not be damaged or lost due to rain, snow,

mud, wind or other environmental conditions. If the supplement gets wet, cattle will simply drink accumulated liquid off the top of the tub and return to consuming the supplement as planned.

A high level of palatability ensures cattle seek out and consume the supplement to access proper nutrition daily.

The highly palatable molasses base provides confidence your herd will reap critical performance benefits from key additives combined with MLS low-moisture tubs. The product eliminates the need to mix and hand-feed specific additives.

In a dehydrated low-moisture tub, the sugars on the surface soften from gaining moisture in the air and environment. Contents can only be consumed by licking.

This physical form of delivery maintains a low, consistent intake that can be easily managed by the number and location of tubs provided in a pasture.

For more information about MLS tubs, visit [www.mlstubs.com](http://www.mlstubs.com). |

### ▶▶▶ S6 and S12 Fence Energizers

Committed to providing a safe barrier to keep pests out or animals contained, Gallagher introduces two innovative fence energizers with lithium solar technology.

The Gallagher S6 Lithium Energizer is a compact design, with an internal iron phosphate battery and a new patented mounting system that removes the need for a grounding leadset. This easy-to-install energizer is designed to protect your garden or contain your pets while requiring minimal maintenance.

The Gallagher S12 Lithium Energizer, much like the S6, is a compact, portable and super reliable fence energizer that is

beautifully designed with farmers in mind. A lithium battery, smart electronics and robust construction provide consumers unparalleled performance.

The energizers are long-lasting, self-sufficient, highly portable, and easy to install and maintain. To learn more visit <http://bit.ly/ABBxGal>.



Gallagher S6 Lithium Energizer