



CERES TAG

**February
2018**

Trial Request..

Already we have had several requests from farmers from all over Australia to trial the smart tag on their properties.

Unfortunately, due to workplace health and safety reasons, trials will instead be carried out on CSIRO properties (north and south in various environments). Our commercial trials will be conducted on properties of Australian Country Choice (<http://accbeef.net.au>), one of Australia's largest vertically integrated beef producers. We thank ACC in advance for their contribution.

Inaugural Newsletter

Welcome to the first newsletter of Ceres Tag Pty Ltd, we are grateful, as always for your interest.

Before we begin, we would like to acknowledge our collaboration partners, Meat & Livestock Australia Donor Company, CSIRO Food & Agriculture and Data61.

In early January 2018, Ceres Tag and Meat & Livestock Australia Donor Company signed a co-funding and R&D work Agreement. The grant which MLA Donor Company has provided is helping Ceres Tag to fast track the development of our next generation smart ear tag for the red meat industry.



David Smith of Ceres Tag and Dr Nigel Tomkins of Meat & Livestock Australia signing the Agreement

In January, Ceres Tag also signed a Collaboration Agreement with CSIRO for the development of this new invention of the smart tag. CSIRO and Data 61 bring years of experience and knowledge in electronics, telecommunications and the understanding of animal behaviour to the project.



Dr Ed Charmley of CSIRO (Left), David Smith of Ceres Tag (Middle) and Gavin Purtell of CSIRO (Right) signing the Collaboration Agreement

How Can I Be Involved?

If you are interested in being part of this new and exciting development project, you are more than welcome to provide feedback on current ear tags and application mechanisms, i.e. what doesn't work, what you wouldn't change, how you would make it simpler, what features would be useful, what are your challenges or annoyances, etc. For all feedback, please email us at info@cerestag.com. We would like to hear from you with advice, thoughts or questions.

Finally, we are developing a smart tag for the benefit of all stakeholders in the livestock industry. Therefore, we would like to offer people the opportunity to become more than just a customer by becoming a shareholder in Ceres Tag. If this is of interest to you, please do not hesitate to email us on info@cerestag.com and we will be in touch with you shortly to discuss.



Ceres Tag has also engaged the services of Clandestine Design Group, which specialises in industrial design/hardware. Ceres Tag will improve current retention mechanisms in order to comply with National Livestock Identification Systems. First full prototype trials on animals scheduled for the third quarter of 2018.

Some of what the Ceres Tag team have been up to ...

- The establishment of a producer panel with representatives of State and Territory Cattle Associations.
- Represented QLD in Israel for AgTech, via a week long trade mission. The Qld state government sponsored this trip to enable us to learn from and to form collaborations with AgTech industry leaders in Israel.
- Acceptance to Beef Australia 2018's International business matching program: Handshakes. Our profile within the Beef Australia Smartphone App and will provide opportunities for International business networking and assist us to build business relationships by face to face networking.
- Finalist LatAm Market Entry Accelerator Program which will help to open South American markets to our brand and product to potential investors.



For further details on Ceres Tag, please visit our website www.cerestag.com and our facebook page as we will continually be posting updates as the product is developed.