

CERES TAG

June 2018
Newsletter

Beef Australia



2018

Ceres Tag took part in Handshakes at Beef2018 to inform the wider industry of the Ceres Tag development and encourage its adoption. We received excellent feedback and it was a very worthwhile experience.

If you have never been to Beef Week in Rockhampton, Central QLD, and you are interested in the industry and its future, then we suggest you don't miss the next one. They only happen every three years.

Welcome to the second newsletter of Ceres Tag, the next generation smart ear tag for provenance and management, monitoring animal location, activity, health and welfare.

The Ceres Tag team has been busy moving the development forward while ensuring our product remains industry focused. You may have seen some articles about Ceres Tag. Check out the news tab on our recently updated website www.cerestag.com and our Facebook page to stay informed.

Advance Queensland Innovation Partnerships has awarded Ceres Tag, James Cook University and CSIRO a \$1.5m grant to assist in the development of the smart ear tag. This success came after 12 months of rigorous negotiation, pitching and demonstrating the need and purpose of the product. An article on the partnership was recently published by ABC Rural online:



<http://www.abc.net.au/news/rural/2018-03-28/fitbit-for-cows-set-to-revolutionise-beef-industry-management/9593624>

In March 2018, the **first trials** on 20 Droughtmaster steers 9-12 months old, was conducted at the CSIRO Landsdown Research Centre at Woodstock, south-west of Townsville, North QLD. The trials tested antenna and solar panel efficiency based on orientation and position on the ear as well as other electronic components of the smart tag. The trials were a success and proved the accuracy and capabilities previously predicted. Below is an outline of one of the animals' movement over a 36-hour period.



Preparation is currently underway for the **second trial**. These trial will be more extensive and involve different connectivity tests as well as testing the potential impact of the new housing design on electronic components. It will again be carried out at the CSIRO Landsdown Research Station over a few weeks.

South America

In late April Ceres Tag was invited to Chile as a member of the LatAm Market Entry

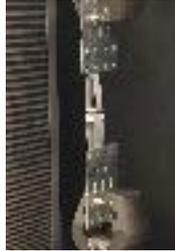
Accelerator Program, in the AgTech category.

Ceres Tag took this opportunity to also visit industry representatives in Argentina, where support for a smart ear tag is already evident. Interest continues to increase from the region as the industry realises that the next generation of provenance has arrived.

Muckadilla Field Day

On Friday 16th March 2018, Ceres Tag presented at the Muckadilla Field Day, approximately 60km west of Roma, QLD, to an audience of over 100 members of Conservation Farmers Organisation. There were many questions and interest from attendees, specially in the way Ceres Tag could benefit their operations. If you would like Ceres Tag to present at your field day or organisation, please contact us on info@cerestag.com. The next scheduled presentations are to Agrifutures Scholarship members in NSW; South Devon Breeders farm walk in QLD.

Prototype Mechanical Testing was carried out at a NATA certified laboratory in Brisbane and comparisons were made with traditional NLIS compliant tags for retention. All tests were taken through to failure so that true strength and resilience could be measured. The tests consisted of measuring the force required to penetrate the ear (compression), the force required to pull a tag out of the ear (shear) and the force required to pull apart the tag (tension).



In all of the tests our smart tag had an improvement over the other tags tested by at least a factor of 2.

The unique design providing superior performance and trust to stay on the animal ear is a **Patent Pending** at this time.

Ceres Tag is currently assessing a range of **manufacturers** both onshore and offshore to assess their capabilities to manufacture our tags. This work will continue through to 2019 in order to ensure we have a trustworthy, capable and affordable solution for the industry.

Ceres Tag is forming relationships with credible **software partners** to deliver the information from the tag directly to the software you are already using, provided it has spatial and mobile notification capabilities. If you have a software platform you are using and would like it to receive and show the information from our tags, then please let us know and we will reach out to them. Alternately you may choose to introduce the provider to us through info@cerestag.com.

Ceres Tag has now fulfilled the requirements of the **first milestone in the MLA Donor Company** collaboration and funding agreement and is quickly moving on to the next milestone, which should see a working prototype by the end of the year. We are working on a range of innovations to bring this **product to market** as quickly as possible. This is a revolutionary product providing traceability, provenance and a range of information about the animals in an affordable, sophisticated but user friendly way to benefit all stakeholders along the supply chain, from the producer to the consumer.

Thank You to all our new shareholders for believing in this game-changing product. Just a quick note to inform shareholders and potential investors that Ceres Tag Pty Ltd qualifies as an ESIC (Early Stage Innovation Company), which may provide interesting tax incentives depending on your personal tax situation (<https://www.ato.gov.au/Business/Tax-incentives-for-innovation/In-detail/Tax-incentives-for-early-stage-investors/>).