DATAMARS
Livestock

ACTIVE TAG BEEF

Know what your herd is doing, day and night

Activity monitoring for breeding herds



Reproduction monitoring isn't easy when you can't watch every animal

- Heat observation takes valuable time and is difficult to do consistently.
- Missed heats can reduce AI opportunities and extend the calving season.
- Knowing when to inseminate can be challenging without a clear picture of when heat started.
- Repeat synchronisation adds labour, handling, stress and cost.
- Skilled labour is harder to find every year.

You want to know your cows are being monitored, without having to constantly watch your herd.



Active Tag is your 24/7 eye on the herd

Tru-Test Active Tag is an easy-to-use monitoring solution that turns cow behaviour into real-time insights, helping you make faster, smarter decisions around heat and reproduction, health and herd management.

Already proven in dairy farming, Active Tag is now available for breeding-age beef cows and heifers in both pasture-based and indoor systems.

Smart and intuitive monitoring from day one

Improve reproductive performance by identifying breeding opportunities, understanding cycling patterns and supporting more informed breeding decisions.

Protect herd health by spotting problems earlier before they become costly.

Manage with confidence by monitoring group activity trends, recognising changes in herd behaviour and making more informed management decisions.

Reproductive monitoring

Active Tag detects behavioural patterns associated with heat, helping you identify breeding opportunities and make more informed decisions about when to inseminate.

- Heat detection alerts tell you which cows are in heat and when to inseminate.
- Identify cows that aren't cycling before the breeding season starts, while there's still time to act.
- Catch cows returning to heat without extra observation or re-synchronising the whole group.
- Flag cows with irregular cycles that need a closer look from you or your vet.

The result? Higher AI success and a tighter, shorter calving season.



Proven on farm

After moving away from AI because of challenges with heat detection and timing, the Davies family introduced Active Tag to their suckler herd, giving them the confidence to use AI again and make more informed breeding decisions.

"AI can be tricky when animals aren't coming into the yard twice a day for milking, making it logistically difficult to observe them and catch them at the right time in their cycle, but Active Tag removes that restriction."

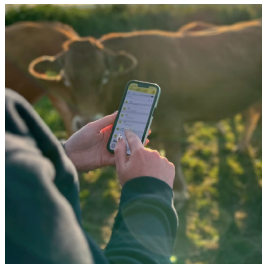
Caryl Davies, Glanyfer Farm, Wales

Health management

Active Tag detects behavioural changes that may indicate emerging health issues, supporting earlier intervention, faster recovery and improved animal wellbeing.

- Receive alerts when changes in behaviour may indicate an emerging health issue, allowing animals to be assessed sooner.
- Protect your herd's health with earlier treatment, faster recovery and better welfare.
- Manage with confidence by watching trends across your groups in real time.
- Check alerts on your phone or computer, and share insights with your team, vet or AI technician.

The result? Turn health data into clear priorities and confident decisions.

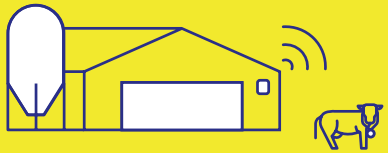


Proven on farm

"The system gives us greater confidence, saves valuable time and helps us make better-informed breeding and herd health decisions every day."

McCornick Family, Dumfriesshire, Scotland

How it works



1. Install the gateway

Place the gateway within range of the herd (up to 500 m / 540 yards with direct line of sight), somewhere cows pass by at least a few times a day. It can run on solar power with an LTE connection, or standard power with Wi-Fi/Ethernet.



2. Tag every cow

Each cow wears an Active Tag ear tag, linked to her individual ID. It continuously records her activity and state: standing or lying, ruminating, feeding or resting.



3. Detect changes automatically

The system compares each cow to her own history and to her group, flagging early signs of heat or health issues.



4. Act from anywhere

View alerts and trends anytime on your phone or computer.

Works across farming systems.
Suitable for pasture-based grazing and indoor or confined cow-calf systems.

Designed for beef farms and built for your operation

From high value seedstock herds to commercial beef breeding operations, Active Tag helps farmers gain greater visibility of individual animals and make more informed reproductive and management decisions.

Proven on farm

"Active Tags are indispensable to our daily management. From achieving our 90-day breeding season to making informed reproductive decisions and optimising grazing, intake, rumination and health, Active Tags turn real-time data into better decisions. They have become a key tool in driving reproductive efficiency, animal health and overall herd performance."

João Diogo, Angus producer, Portugal



System components

Farm Network Gateway



- Plug-and-play design for simple installation.
- Easy to install and virtually maintenance free.
- Up to 500 metres, 360-degree, line-of-sight range (under optimal conditions)
- Network supports up to 25,000 Active Tags.
- LTE, Ethernet, & Wi-Fi connectivity options available.
- Dimensions 120mm x 120mm x 20mm.

Tru-Test Active Ear Tag



- Holds 10 days of continuous animal behaviour and monitoring data.
- Can be turned on and off.
- 3-year warranty.
- Dimensions 37mm x 15mm x 68mm.
- Weight 25g.
- Reassignable and reusable.
- Compatible with Z Tags Male tags and Z2 No-Tear-Tagger™.

DATAMARS

Livestock™

Ready to see your herd differently?

Talk to your local Tru-Test representative about whether Active Tag is right for your beef operation.

Tru-Test DATAMARS

VISIT TRU-TEST.COM