



Virtual fencing opens new opportunities for cattle management

Think beyond containment to see what virtual fencing can do for you.

Forget everything you've learned about fencing in a lifetime of grazing cattle. Think instead about how you could manage cattle differently with real-time and historical data about livestock behavior and location.

"I tell every producer to have a really open mind when looking at virtual fencing because right off the bat they can do things they couldn't do before," says Nofence National Sales Director Eric Yates. "For example, with virtual fencing, you have the ability to create a boundary, erase it and try something completely new in a matter of minutes. You'll have the opportunity to try some new things as far as grazing management and livestock management that you might never have thought of before."

Here are three things you could do with the right virtual fencing system – in addition to containing cattle within the boundaries you set.

Eliminate time from the task of moving cattle

Producers often ask Yates how long it takes to move cattle between pastures with virtual fencing. Planning time to move cattle is a habit ranchers have developed over generations, Yates says. Virtual fencing eliminates time as a factor in moving cattle, he says.

“Producers are used to planning for a set amount of time to ride out to a pasture, open the gate, move the cattle, shut the gate and drive back to the office,” says Yates. “With virtual fencing, you can do all of that while you're not even on the ranch. You simply create a new virtual boundary and allow the cattle to naturally move themselves. You are not constrained by the time it takes.”

Work with purpose

Information about livestock behavior can help producers prioritize their time to complete their most valuable tasks. This information can come in the form of alerts to changes in animal behavior, as well as real-time GPS location data about every animal wearing a collar. “Informed producers can work with intent,” says Nofence Community and Partnerships Manager Meghan Filbert. “They can put their time into complex or productive tasks rather than driving around searching for cattle.”

Cory and Jennilee Bird
are rewriting what it
means to manage cattle
in tough terrain.





Use data to improve grazing management

Virtual fencing gives producers the ability to move cattle without being limited by time, allowing them to prioritize pasture health and provide the highest-quality forage. They also can exclude cattle from areas to allow forage to rest and regrow or to protect sensitive habitats.

Using historical cattle behavior data such as HerdReplay, producers can plan out future grazing strategies.

“Anybody who has been grazing for longer than a year knows that forage management is a multi-year process. If you overgraze an area, it might take three to five years for that land to rebound and recuperate,” says Yates. “Using data collected from the virtual fencing system allows you to plan months and years in advance to make sure you’re properly managing your land, as well as keeping your livestock in healthy shape with quality forage.”

In addition to containing cattle, virtual fencing helps producers save time, prioritize tasks and improve grazing management. Keep an open mind and consider the benefits beyond containment to select the right system for your business.

“Virtual fencing is a solution for producers to manage their property, their cattle and their operation in a totally different way than what they’ve ever done before,” says Yates. “It gives producers insights into what cattle do while they’re not watching them 24 hours a day. It’s a huge mindset shift that you don’t need to physically go out and check on your cattle. The cattle can move themselves, and you can focus your energy on other opportunities that drive your business forward.”