



What the platform does today

A live livestock intelligence platform — hardware, tracking, geofencing, virtual fencing, animal health, pasture planning, commons governance and an AI shepherd — on web, iOS and Android. Everything below is built and running.

Live tracking & map

- **One live map** of every animal across the whole holding (web + mobile), private to each farm.
- **Any tag, one platform:** LoRa ear tags, GNSS collars, 4G GPS collars, satellite NTN tags and Bluetooth slave tags.
- **Works with no mobile signal** — LoRa to on-farm gateways, satellite (NTN) fallback where there is none.
- **Last-seen position, status and movement trail** per animal, with time playback of where it has been.
- **Scales to thousands of head;** no SIM or data plan per animal.
- **Read-only share links** — send a live view of an animal or mob to anyone (or the police).

Geofencing & paddocks

- **Draw a paddock geofence** per animal or mob in seconds; reuse saved **Sites** across mobs.
- **Fields** mapped as precise polygon boundaries with area, drawn by hand or imported.
- **Instant stray alerts** the moment an animal crosses the line, with its live position.
- **At-risk mode** tightens detection on a straying or high-value animal.

Virtual fencing

- **Map-based boundaries** instead of posts and wire — move the line to rotate stock.
- Works with **containment collars** (audio cue, then a mild pulse) so animals learn the boundary.
- Flockarewe holds the boundary, the live herd and the stray alerts alongside collar systems (Gallagher eShepherd, Nofence, Vence).
- Ideal for open range with no physical fencing.

Animal health & welfare

- **Temperature & activity** from health-capable tags, with a calibrated **fever threshold**.
- **Health dashboard:** fever-now, needs-attention ranking, trends per animal.
- **Statuses:** Healthy, Monitor, Sick, Injured, Treated, Quarantine.
- **Gone-quiet / cast detection** — a tag that stops moving while the mob grazes on is flagged.
- **Husbandry record** per animal: treatments/medicines (with meat/milk **withdrawal dates**), breeding, weights, movements and notes.
- **Due-date reminders** and withdrawal tracking.
- **Batch actions** — apply a treatment, movement or status to a whole mob at once.
- **Bulk import** of animals and weights (CSV).

Pasture & rotational grazing

- **Rotational grazing planner** — record paddock moves (in/out), days grazed, and a **rest & recovery** ranking of which paddock is readiest.
- **Grazing chart** — a visual timeline of which mob was on each paddock and when.
- **Fields, Feed planning and Performance** (growth/flock) trends.
- Regenerative-grazing and soil-health ready — the data underpins stocking and carbon evidence.



Shep — the AI shepherd agent

- **Watches every animal 24/7** and tells normal grazing from real trouble, cutting false alarms.
- **Triages and raises alerts:** stray, gone-quiet, fever, low activity, herd-scatter, night movement.
- **Daily brief** each morning; a 24/7 background sweep.

- **Ask Shep** in plain English from the dashboard ("which animals haven't reported today?").
- Can flag an animal **at-risk**, create a share link, and send alerts on your behalf.
- Delivers by **app push, email and WhatsApp**, each with a live position and one-tap View.



Alerts, theft & security

- **Multi-channel alerts** — app push, email and WhatsApp; **after-hours-only** mode to stay quiet by day.
- **Theft / rustling:** stolen-mode and night-movement / scatter detection.

- **Live recovery link** to hand to the police the moment stock is moved.
- Acknowledge and clear alerts individually or per animal.



Commons & grazing scheme

- **Every commoner's stock** on the common in one live view, matched to each commoner.
- **Commons** as polygon boundaries (GeoJSON import), with area and stock limit.
- **Commoners, CPH & stinting rights;** grazing rights registers.
- **Stocking plans** — planned vs GPS-tracked actual head and livestock units by period.

- **Breach detection** — over-stint, off-common and overstocking flagged automatically.
- **Levies & per-commoner statements / invoices.**
- **SSSI / SAC / SPA** condition monitoring, surveys, governance rules and an immutable **audit history**.
- **Evidence packs** + revocable read-only **officer link** (DEFRA / Natural England / RPA); **commoner read-only logins**.



Records & compliance

- **Movement register** (on/off holding) with CPH and statutory **movement export**.
- Auditable grazing & movement history for DEFRA, Natural England and the RPA.

- **USDA 840 EID / ADT-ready** — pair the official traceability tag with the live-tracking device.
- 7-year audit log on scheme changes.



Mobile apps & hardware

- **iOS & Android apps** — live map, animals, alerts, a Herd Health tab and push, on the same login.
- **Bluetooth field tool** to read tags up close in the field.
- **Hardware range:** LoRa ear tag, satellite NTN ear tag, Bluetooth slave tag, GNSS collar, 4G GPS collar, solar LoRaWAN gateway.

- **Master & slave** tags cut cost per head across a big herd; **EU868 / US915** bands.
- Supplied and enrolled for the client — no sourcing, no per-animal SIMs, ChirpStack-compatible.

Platform, admin & onboarding

- **Multi-tenant & private** per farm; roles for master, scheme/farm admin and commoner; Tracking and Commons modules.
- **Super-admin panel** — client workspaces, LoRaWAN **gateway registry** (band, ingest URL + token), device enrolment and a live workspaces monitor.
- **Automated jobs** — welfare sweep, breach detection, reminders, daily brief, nightly rollout.

- **Self-serve onboarding** with an in-app Getting Started guide; self-serve password reset.
- **Stripe billing** and customer portal; secure per-org ingest webhook.
- Web + iOS + Android; GDPR-compliant, UK-hosted.

