

COMPARISON OF VF MANUFACTURERS



April 15th, 16th, and 17th 2025
Window Rock, Leupp, and Fruitland (Navajo Nation)

Flavie Audoin

A photograph of two brown cows standing in a grassy field. Both cows are wearing electronic collars with a chain and a black rectangular device. The cow on the left is looking towards the camera, while the cow on the right is looking down. The background shows a blurred landscape with trees and hills.

INTRODUCTION

VF COMPANIES AVAILABLE IN 2025

CONCLUSION

What is new?

- Snapshot of companies available in April 2025
(always changing and evolving)
- No endorsement from the University, just presentation of the companies available



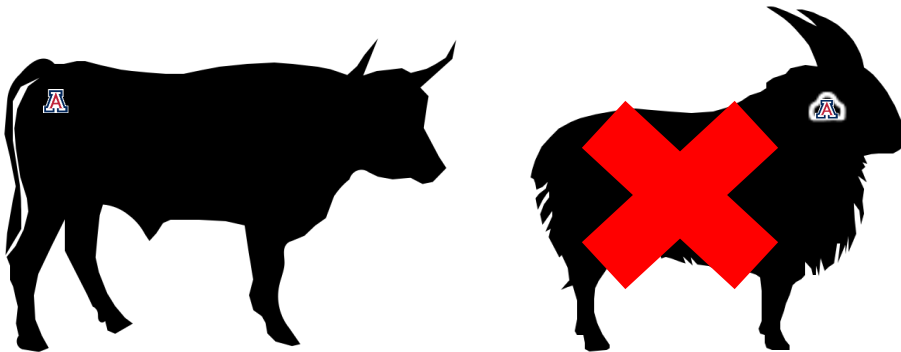
Photo credit: Nofence

Gallagher



- Also known as eShepherd neckbands
- New Zealand company
- VF neckbands available in the US since Spring 2024
- Only for cattle, no plan to work on small ruminants

Weight: 5.9 lbs



- Neckbands are purchased (warranty 3 years)
→ deferred payment available
- Solar powered
→ estimated to last for 7-10 years
- Base station: coverage of 2 to 4 miles radius



Photo credit: Gallagher

Gallagher



VF software

**Available on
computer and
mobile**

(cannot draw fences
on phone)



Type of base
station

**Multiple base
stations**

OR

Cellular network



Herd size

No max

BUT

> 4 animals

Gallagher

A green, cloud-like shape with a small mountain peak on top.

Pasture size

No max

(min 45 ft x 45 ft)



Up front cost

**\$250-350/
neckband**
(depends on
number of
neckbands)

**\$5,000-
6,000/base
station**
(if necessary)



Yearly cost

**Base station:
\$18/neckband**

OR

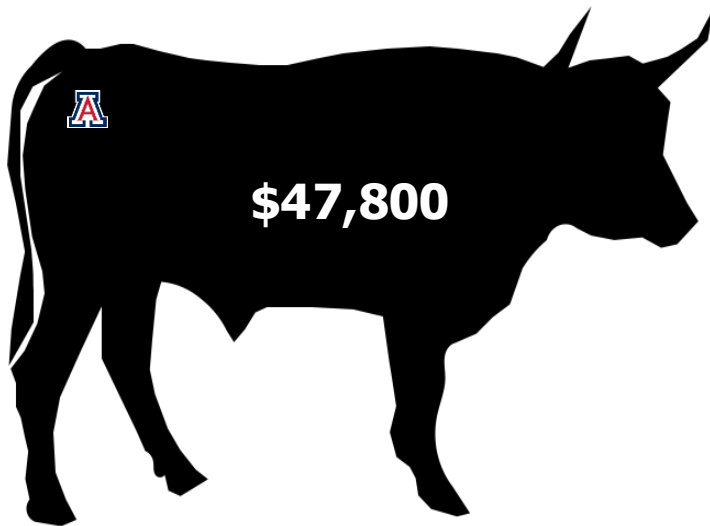
**Cellular:
\$24/neckband**

Gallagher



- **Scenario:** Rancher has 100 cows on 10,000 acres
- **Equipment:**
 - 4 base stations = $(1 \times \$6,000) + (3 \times \$5,000) = \$21,000$
 - 100 neckbands = $100 \times \$250 = \$25,000$
+ \$18/neckband/year = \$1,800

1st year



Consecutive years



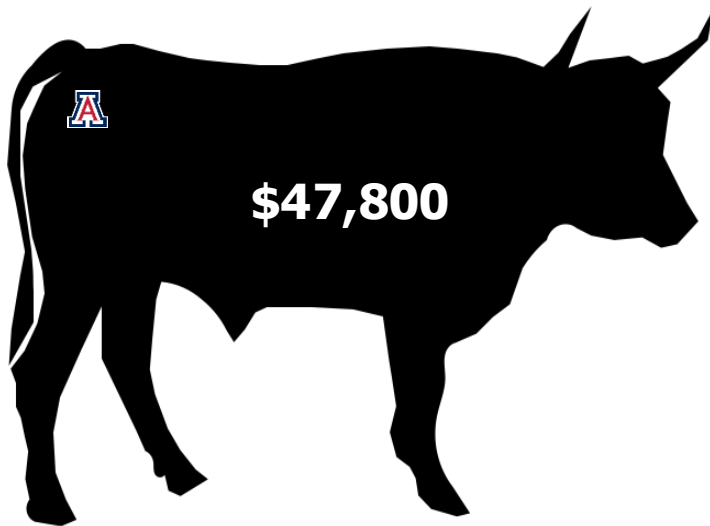
**Cost for 5 years = \$55,000 for 100 cows
So \$550/cow/5 years or \$110/cow/year**

Gallagher



- **Scenario:** Rancher has 100 cows on 10,000 acres
- **Equipment:**
 - 4 base stations = $(1 \times \$6,000) + (3 \times \$5,000) = \$21,000$
 - 100 neckbands = $100 \times \$250 = \$25,000$
+ \$18/neckband/year = \$1,800

1st year



Consecutive years



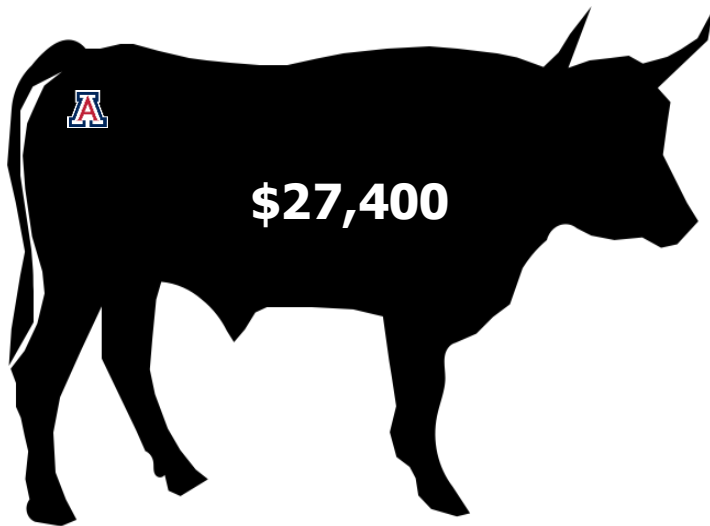
Cost for 10 years = \$64,000 for 100 cows
So \$640/cow/10 years or \$64/cow/year

Gallagher



- **Scenario:** Rancher has 100 cows on 10,000 acres
- **Equipment:**
 - Cell service
 - 100 neckbands = $100 \times \$250 = \$25,000$
+ \$24/collar/year = \$2,400

1st year



Consecutive years



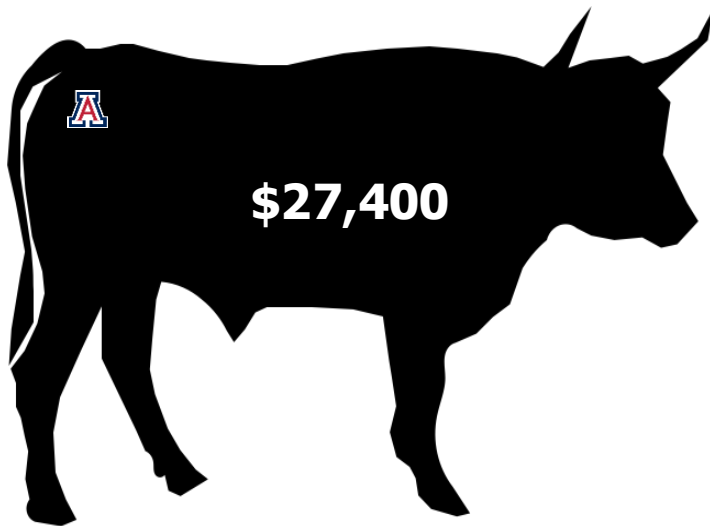
**Cost for 5 years = \$37,000 for 100 cows
So \$370/cow/5 years or \$74/cow/year**

Gallagher



- **Scenario:** Rancher has 100 cows on 10,000 acres
- **Equipment:**
 - Cell service
 - 100 neckbands = $100 \times \$250 = \$25,000$
+ $\$24/\text{collar}/\text{year} = \$2,400$

1st year



Consecutive years

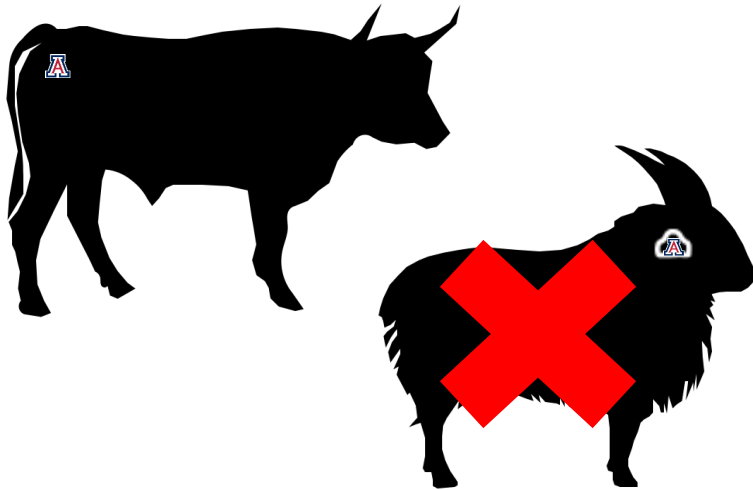


Cost for 10 years = \$49,000 for 100 cows
So \$490/cow/10 years or \$49/cow/year

Halter



- New Zealand company
- VF collars available in the US since Summer 2024
- Only for cattle, no plan to work on small ruminants



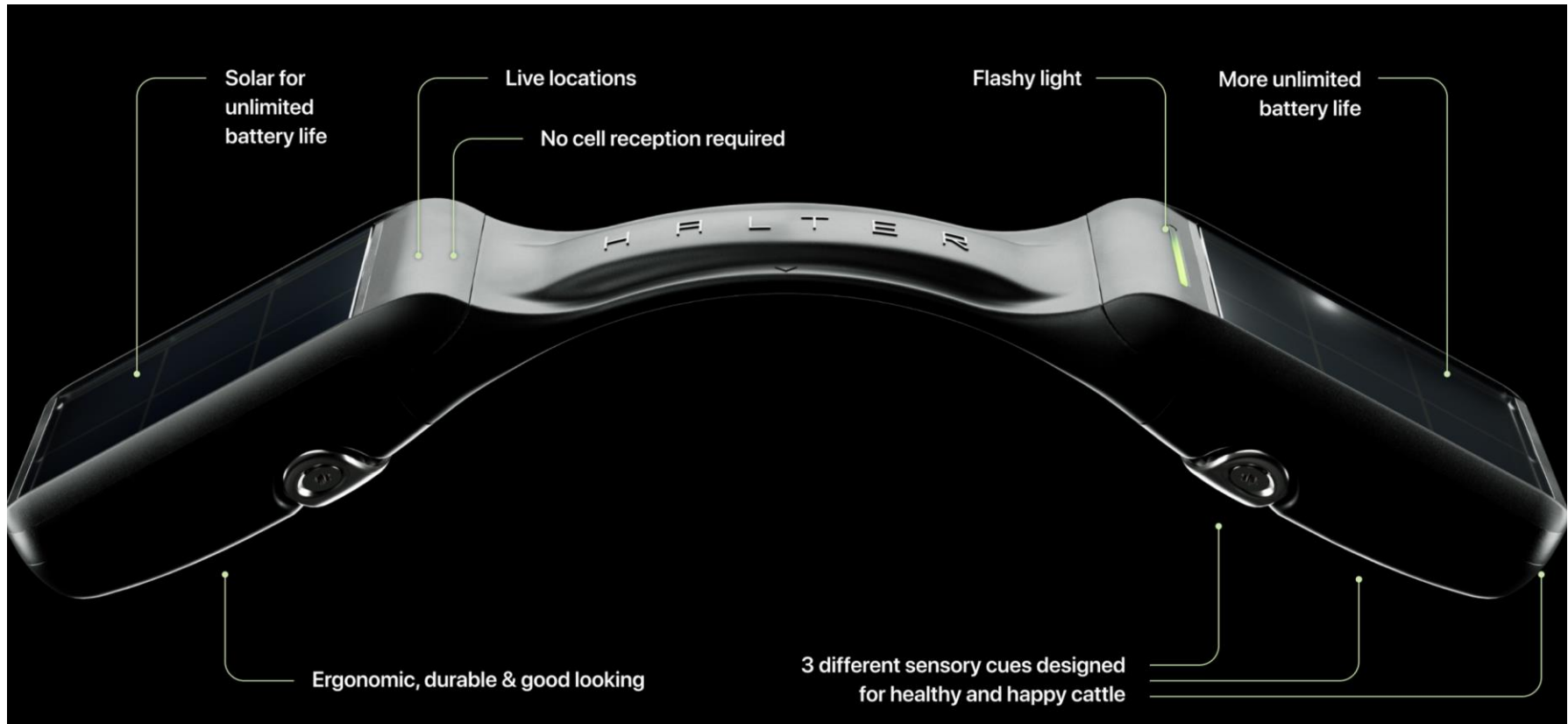
- Collars are not purchased (36 - 48 months contract)
- Solar powered → estimated to last for 5 years (lifetime warranty)
- Stimulation on left and right side, and vibration

Halter



- Collars can be put on animals over 8 months old
- Artificial Intelligence system

Weight: 2.7 lbs



Halter

VF software

**Available on
mobile only**

(app can work on
iPad/tablet)



Type of base
station

**Multiple base
stations**



Herd size

No max

> 50 animals

HalterA light green cloud-like shape with a mountain peak on top.

Pasture size

No max



Up front cost

**\$4,500 per base
station**



Yearly cost

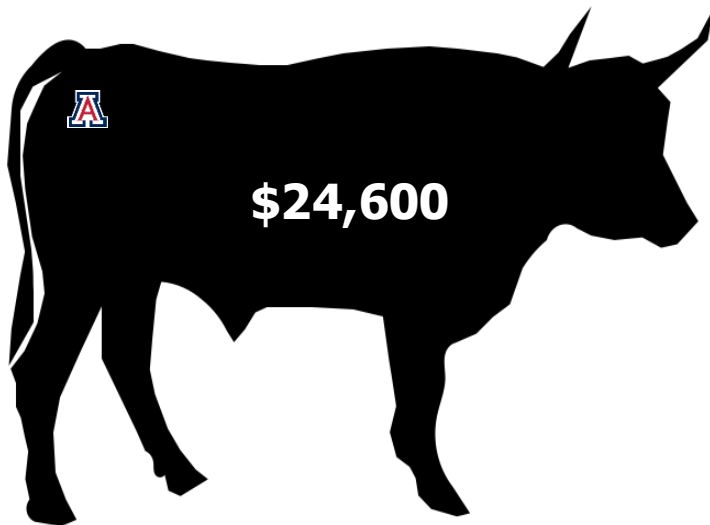
\$66/collar

Halter



- **Scenario:** Rancher has 100 cows on 10,000 acres
- **Equipment:**
 - 4 base stations = $4 \times \$4,500 = \$18,000$
 - 100 collars = $\$66/\text{collar}/\text{year} = \$6,600$

1st year



Consecutive years



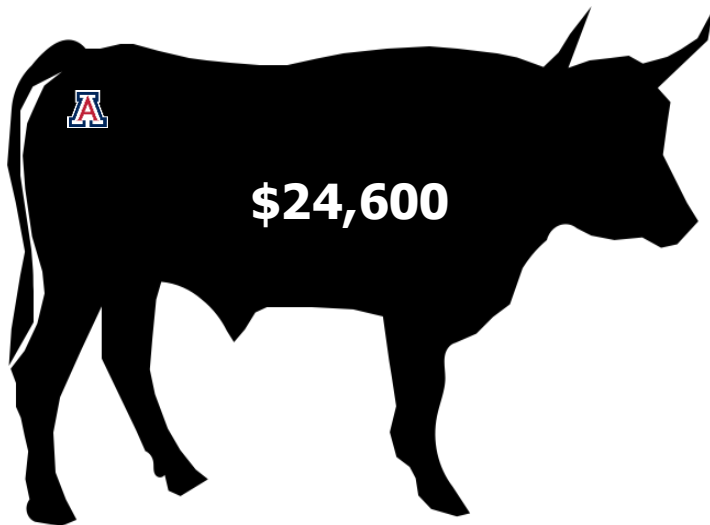
Cost for 5 years = \$51,000 for 100 cows
So \$510/cow/5 years or \$102/cow/year

Halter



- **Scenario:** Rancher has 100 cows on 10,000 acres
- **Equipment:**
 - 4 base stations = $4 \times \$4,500 = \$18,000$
 - 100 collars = $\$66/\text{collar}/\text{year} = \$6,600$

1st year



Consecutive years

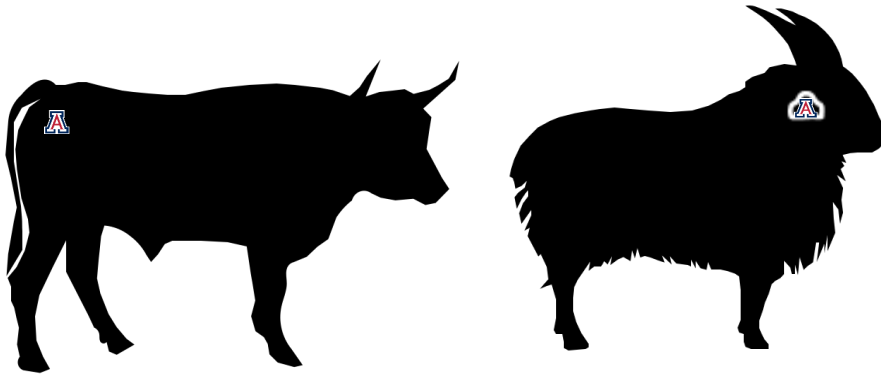


Cost for 10 years = \$84,000 for 100 cows
So \$840/cow/10 years or \$84/cow/year

Nofence



- Norwegian company
- VF collars available in the US since Spring 2024
- For cattle and small ruminants



- Collars are purchased (warranty 5 years)
- Solar powered
→ estimated to last for 5-10 years

Weight: 3.2 lbs (cattle)
1.1 lbs (sheep/goats)



Nofence



VF software

**Available on
computer and
mobile**

(Nofence app)



Type of base
station

Cellular network



Herd size

**5 – 200
animals**

Nofence

A green cloud-like shape with a mountain peak inside, representing a pasture.

Pasture size

Up to ~10,000 ac
(min ½ acre)



Up front cost

**\$289/collar for
cows**

OR

**\$199/collar for
sheep/goats**



Yearly cost

**<50 animals
\$56 →
\$52/collar**

OR

**>50 animals
\$42 →
\$36/collar**

Nofence



- **Scenario:** Rancher has 100 cows on 10,000 acres
- **Equipment:**
 - Cell service
 - 100 collars = $100 \times \$289 = \$28,900$
 - + \$42/collar/year = \$4,200 and \$36/collar/year = \$3,600 after 12 months
 - 10 Chargers = \$590 and 5 spare batteries = \$445

1st year



Consecutive years



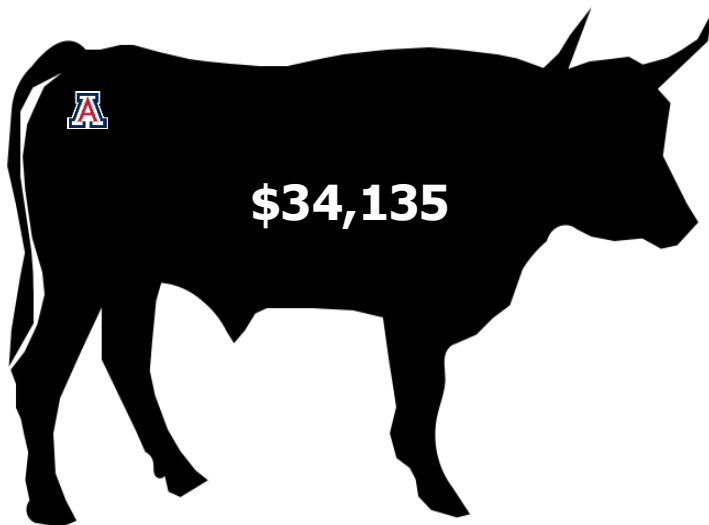
Cost for 5 years = \$48,535 for 100 cows
So \$485/cow/5 years or \$97/cow/year

Nofence



- **Scenario:** Rancher has 100 cows on 10,000 acres
- **Equipment:**
 - Cell service
 - 100 collars = $100 \times \$289 = \$28,900$
+ $\$42/\text{collar}/\text{year} = \$4,200$ and $\$36/\text{collar}/\text{year} = \$3,600$ after 12 months
 - 10 Chargers = $\$590$ and 5 spare batteries = $\$445$

1st year



Consecutive years



**Cost for 10 years = \$66,535 for 100 cows
So \$665/cow/10 years or \$67/cow/year**

Nofence



First 12 months

Starts when collars are delivered.

Initial 12 month fixed plan

After 12 months

Usage based, invoiced monthly

Flexible plan

Under
50 collars

\$56.00

Per Collar, for the 12 month period

\$6.50

Per Collar, per Month for* each collar in use.



Above
50 collars

\$42.00

Per Collar, for the 12 month period

\$4.50

Per Collar, per Month for* each collar in use.

100 Sheep & Goat

Collars

200 Collars in total

\$36 maximum per billing period

* If used more than 8 months, the next 4 months in your 12 month billing period is free of charge.



First 12 months

Starts when collars are delivered.

Initial 12 month fixed plan

After 12 months

Usage based, invoiced monthly

Flexible plan

Under
50 collars

\$56.00

Per Collar, for the 12 month period

\$6.50

Per Collar, per Month for* each collar in use



Above
50 collars

\$42.00

Per collar, for the 12 month period

\$4.50

Per Collar, per Month for* each collar in use

100 Cattle Collars

200 Collars in total

\$36 maximum per billing period

* If used more than 8 months, the next 4 months in your 12 month billing period is free of charge.

➔ After 12 months, you only pay for 8 months of subscription per collar

Nofence



- **Longer chains**
 - Cattle: \$15 per pair of chain, up to ~20 inches
\$18 per pair of chain, up to ~27 inches
 - Sheep & Goats: \$9 per pair of chain - 9 links
\$10 per pair of chain - 13 links
- **Shelter beacons for inside barns or shelters**
 - every 250 square feet, with minimum of 2 (\$22 per beacon for each species)
- **Spare batteries and chargers**
 - **Cattle:** charger = \$59 and batterie = \$89
 - **Sheep and goats:** charger = \$39 and batterie = \$49 – Battery tool = \$5

Nofence



- **Scenario:** Rancher has 100 sheep or goats on 10,000 acres
- **Equipment:**
 - Cell service
 - 100 collars = $100 \times \$199 = \$19,900$
+ $\$42/\text{collar}/\text{year} = \$4,200$ and $\$36/\text{collar}/\text{year} = \$3,600$ after 12 months
 - 10 Chargers = $\$390$ and 10 spare batteries = $\$490$

1st year



Consecutive years



Cost for 5 years = \$39,380 for 100 sheep or goats
So \$394/sheep or goat/5 years or \$79/sheep or goat/year

Nofence



- **Scenario:** Rancher has 100 sheep or goats on 10,000 acres
- **Equipment:**
 - Cell service
 - 100 collars = $100 \times \$199 = \$19,900$
+ $\$42/\text{collar}/\text{year} = \$4,200$ and $\$36/\text{collar}/\text{year} = \$3,600$ after 12 months
 - 10 Chargers = $\$390$ and 10 spare batteries = $\$490$

1st year



Consecutive years



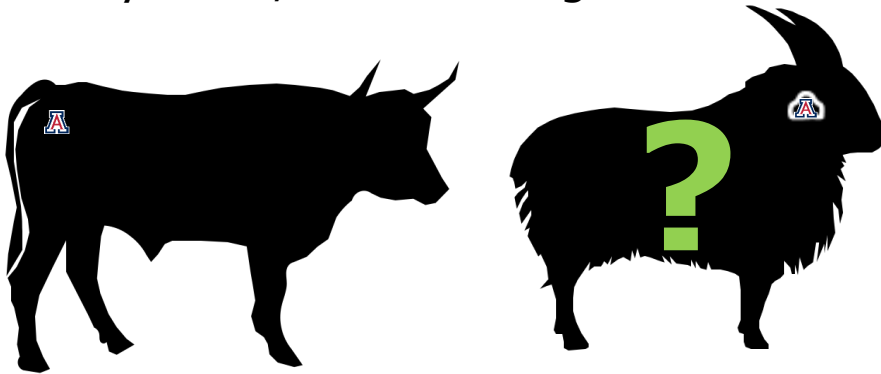
**Cost for 10 years = \$57,380 for 100 sheep or goats
So \$574/sheep or goat/10 years or \$57/sheep or goat/year**

Vence

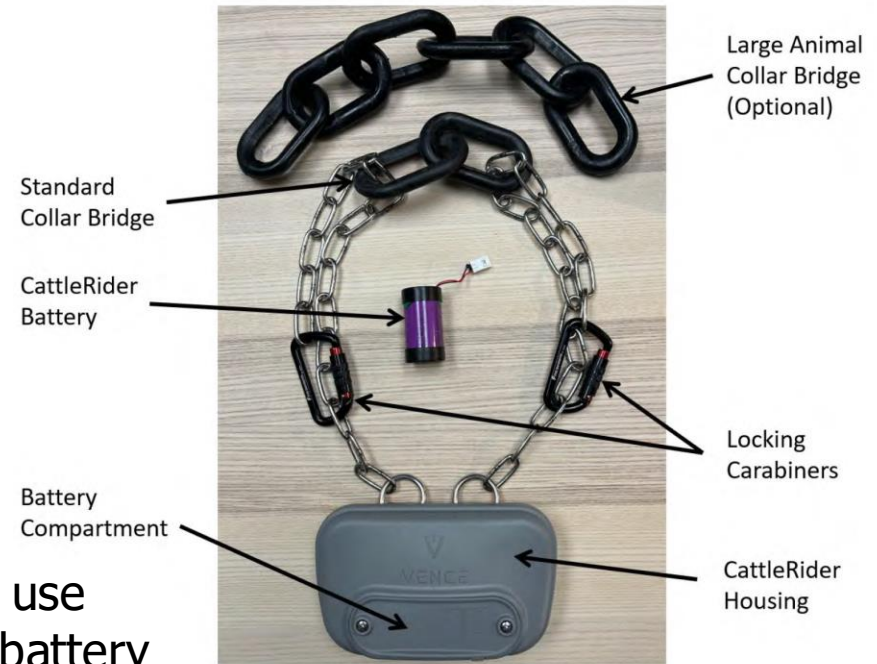


- American company, Merck Animal Health
- VF collars available in the US since 2021
- Only cattle, but are doing some research on other species

Weight: 2.5 lbs



- Collars are leased
- Not solar powered
 - ➔ single-use battery estimated to last 6 to 9 months depending on use
 - ➔ new design goal to increase life battery
- Base station: optimal coverage up to 15 km radius (~ 9 miles)



Vence

VENCE



VF software

**HerdManager
from computer**
(not mobile friendly)

Type of base
station

**Multiple base
stations**



Herd size

**No min
and
No max**

Vence

VENCE



Pasture size

No max
(min 200 ac)



Up front cost

Pro installation
\$12,500/station

OR

Self installation
\$10,000/station



Yearly cost

\$40/collar

AND

\$10/battery

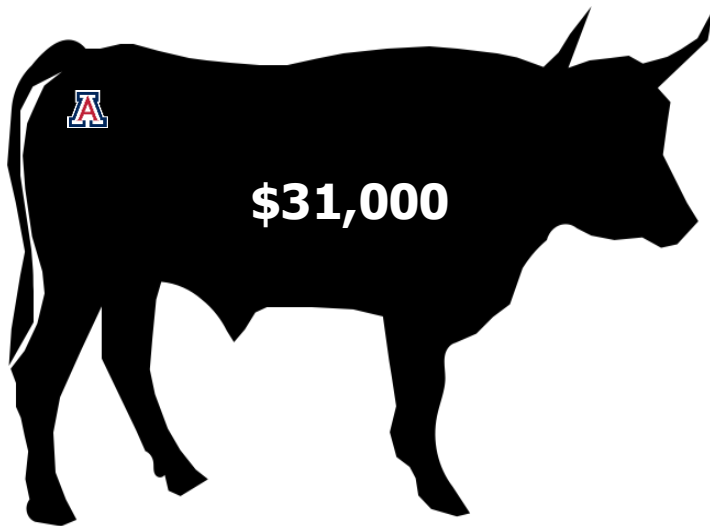
(2 batteries per
year)

Vence



- **Scenario:** Rancher has 100 cows on 10,000 acres
- **Equipment:**
 - 2 base stations with pro installation = $2 \times \$12,500 = \$25,000$
 - 100 collars = $100 \times \$40 = \$4,000$
 - 200 batteries = $200 \times \$10 = \$2,000$

1st year



Consecutive years



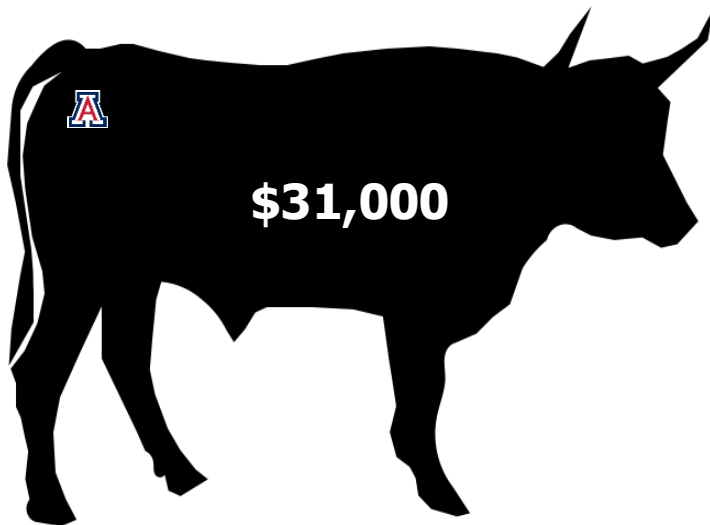
**Cost for 5 years = \$55,000 for 100 cows
So \$550/cow/5 years or \$110/cow/year**

Vence



- **Scenario:** Rancher has 100 cows on 10,000 acres
- **Equipment:**
 - 2 base stations with pro installation = $2 \times \$12,500 = \$25,000$
 - 100 collars = $100 \times \$40 = \$4,000$
 - 200 batteries = $200 \times \$10 = \$2,000$

1st year



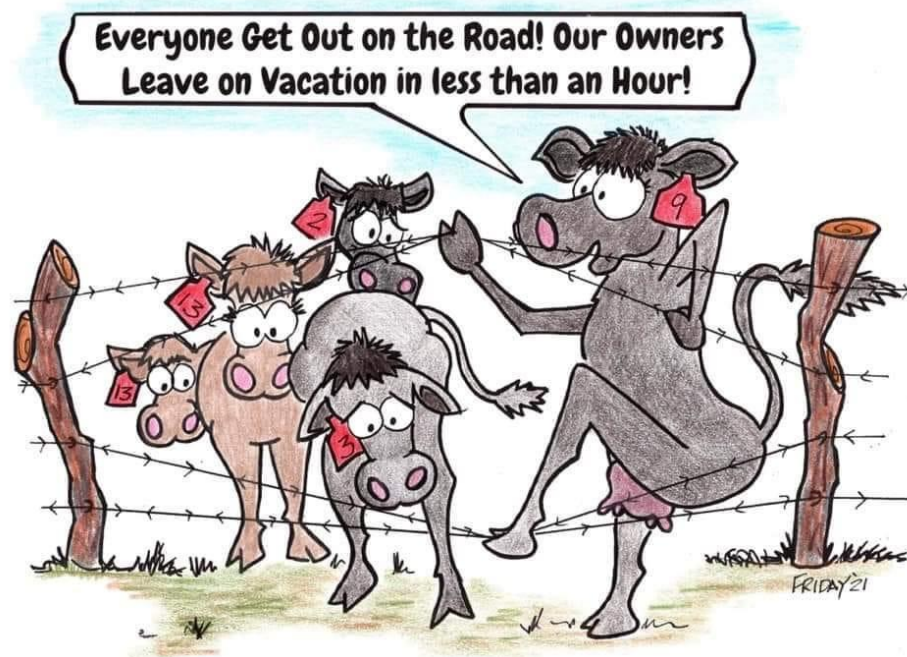
Consecutive years

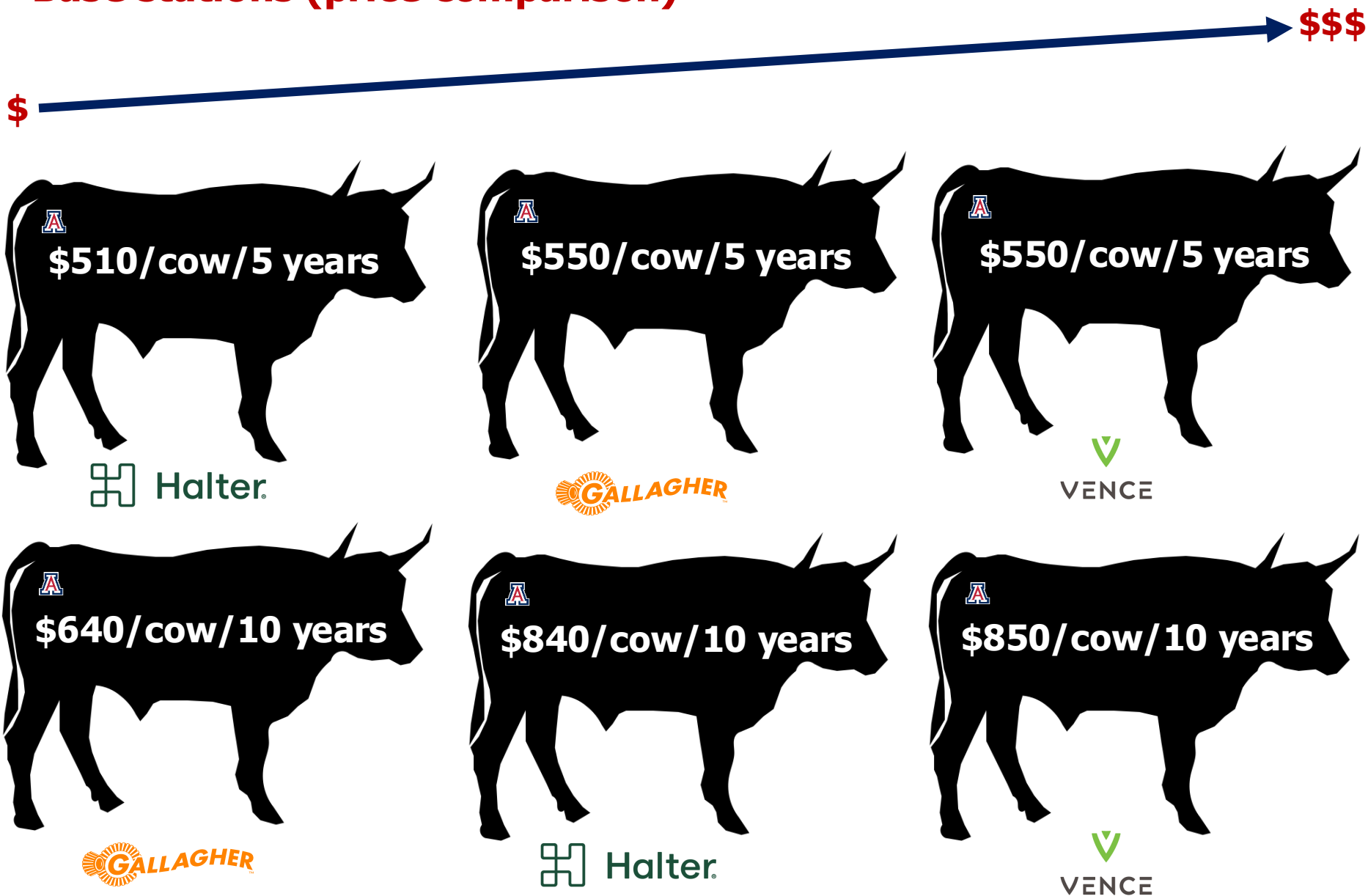


**Cost for 10 years = \$85,000 for 100 cows
So \$850/cow/10 years or \$85/cow/year**

If you are interested in VF, you should ask yourself these questions:

- What are my objectives and goals with using this technology?
- Am I going to use the technology all year around or not?
- Am I going to use the technology on private land and/or public lands?
- Is it worth it to my operation to purchase VF technology?
- Do I have good cell coverage or not?
- Do I want to change batteries or not?



Base stations (price comparison)

Cell service (price comparison)

\$

\$\$\$



\$370/cow/5 years

\$405

**COST SHOULD NOT BE
THE ONLY DECISION MAKER**



\$490/cow/10 years



\$665/cow/10 years



Sarah.Adams@Gallagher.com
Sharl.Liebergreen@Gallagher.com



theo.beaumont@halter.co.nz



sales.us@nofence.no



ContactVence@merck.com

The University of Arizona

Virtual Fence Program



THE UNIVERSITY OF ARIZONA
Arizona
Experiment Station



Cooperative Extension



COLLEGE OF AGRICULTURE, LIFE & ENVIRONMENTAL SCIENCES
Natural Resources
& the Environment

Contributors

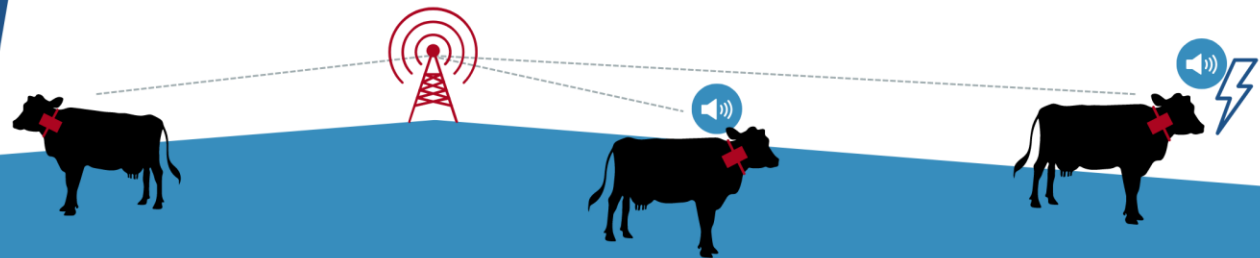
Flavie Audoin
Carter Blouin
Brett Blum
Amber Dalke
Aaron Lien
Brandon Mayer
Sarah Noelle
Dari Duval
Jose Quintero
Jose Soto
Hector Justiniani
Andrew Antaya
Joslyn Beard
George Ruyle



This material is based upon work that is supported by the National Institute of Food and Agriculture, U.S. Department of Agriculture, under award number 2021-38640-34695 through the Western Sustainable Agriculture Research and Education program under project number WPDP22-016. USDA is an equal opportunity employer and service provider. Any opinions, findings, conclusions, or recommendations expressed in this publication are those of the author(s) and do not necessarily reflect the view of the U.S. Department of Agriculture.

This work is supported by the AFRI Foundational and Applied Science Program: Inter-Disciplinary Engagement in Animal Systems (IDEAS) [award no. 2022-10726] from the USDA National Institute of Food and Agriculture.

Additional funding was provided by Arizona Experiment Station, the Marley Endowment for Sustainable Rangeland Stewardship, Arizona Cooperative Extension, and The Nature Conservancy.



rangelandsgateway.org/virtual-fence

THANK YOU

ANY QUESTIONS?

Flavie Audoin
faudoin@arizona.edu
(520) 621-5442



