

Feb 2026 Pricing

Tauro is a premium data collection ecosystem for researchers and algorithm developers of cattle health and behaviour.

Tauro ecosystem devices are **built for long duration, real-world deployments** in remote grazing environments, delivering reliable, research grade performance in the field.

* All prices USD ex-works, ex-taxes, ex-subscriptions
 ※ Excludes CERES TAG \$5 USD/tag/month for 36 months subscription

Get Started with Great Value!

Ear Tag Data Starter Kit - Only \$1,499*

- BLE-LTE Gateway with Solar Panel
- 10 CERES GEN6 Ear Tags[※]
- CERES RANCHER Applicator Pack
- CERES RANCHER pins 100 Pack
- 12 months dashboard + 1GB data for 10 tags
- 12 GB Gateway LTE data



Tauro
Research Collar



CERES
Ear Tag



BLE-LTE
Gateway

CERES TAG Ear Tag Item	Price
CERES GEN6 Ear Tags 10-pack (6-hourly GPS + grazing + oestrus + more)	\$379 ^{*※} /10-pack
CERES RANCHER (GEN5) Ear Tags 10-pack (6-hourly GPS + grazing)	\$299 ^{*※} /10-pack
High-sample-rate GPS Logging App (up to 5-min GPS, behaviours+)	\$20/tag
50Hz Accelerometer Logging App (raw acc data via gateways)	\$20/tag
Ear Tag Data / Dashboard Subscription (inc 1 GB storage per tag)	\$1/GB/tag/mth
CERES RANCHER Pins 100-pack	\$50/100-pack
CERES RANCHER Applicator Pack	\$70

Gateway Item	Price
BLE-LTE Gateway (CAT-1)	499*
Gateway LTE Data (Includes dashboard + storage per gateway)	\$20/GB/mth
Solar panel for Gateway with bracket	\$99

Tauro Collar Item	Price
Tauro Research Collar (1Hz GPS + behaviours + paired ear tag data)	\$699*
Tauro LTE Data + Dashboard Subscription + Firmware Upgrades	\$15/mth/collar

