Speaker Bio: Mark Harris
Marketing Manager
Gallagher Animal Management

For the past 14 years Mark has been responsible for product development and brand communications for Gallagher’s Animal Management business, the global leader in electric fencing and livestock recording equipment. Before joining Gallagher initially in an R&D role, Mark worked in the steel, water and meat processing industries in NZ and Europe. In his spare time Mark operates a dairy and drystock farming business in the North Waikato NZ.
Grazing Management 2020
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Abstract
Bill Gallagher Senior had the idea to use an electric shock to deter his horse Joe from rubbing on the families Essex car. After jury rigging a magneto to produce a shock, the experiment was successful enough for him to build a battery powered ticking fence unit for use on his pastoral dairy farm. Word got around and as a result Gallagher the animal management company was founded in 1938 in Hamilton New Zealand.

The real break through for electric fencing came in 1962 when the low impedance fencer was invented by the local agricultural research institute, also in Hamilton NZ. This gave the charger the ability to maintain voltage in the presence of grass loading and gave rise to electric fencing for permanent livestock fencing. Sir William Gallagher Jnr took that technology to the world, and today Gallagher build very sophisticated fencers and fencing componentry that can successfully power many miles of fencing enabling highly reliable and configurable grazing systems, controlling thousands of cattle or sheep from a single energizer.

The best grazing systems are those where a mix of permanent and portable electric fencing is used to enable animals to manage forage in the best possible way, maximising forage production and building soil health.

There are significant challenges facing the global livestock sector. The environmental impact of livestock on carbon emissions and water quality are regularly challenged, as are animal welfare practices. Meanwhile compliance requirements for ranchers become more challenging each year, and our ability to attract talent into the sector will only prosper if the industry can demonstrate great practices and a viable way of life.

eShepherd puts the fence onto the animal, and connects the animal to the rancher in a much deeper way than possible in the past. The eshepherd neckband constantly measures the animals location and behaviour, and uses an audio que to tell the animal the location of the fence whose location can be updated from your tablet. The new approach will enable completely flexible fencing providing control over the animal’s impact on the environment, will identify any abnormal behaviour, and provide proof of husbandry while the animal has the neckband fitted. eShepherd has the potential to address many of the issues facing pastoral agriculture at the present time.