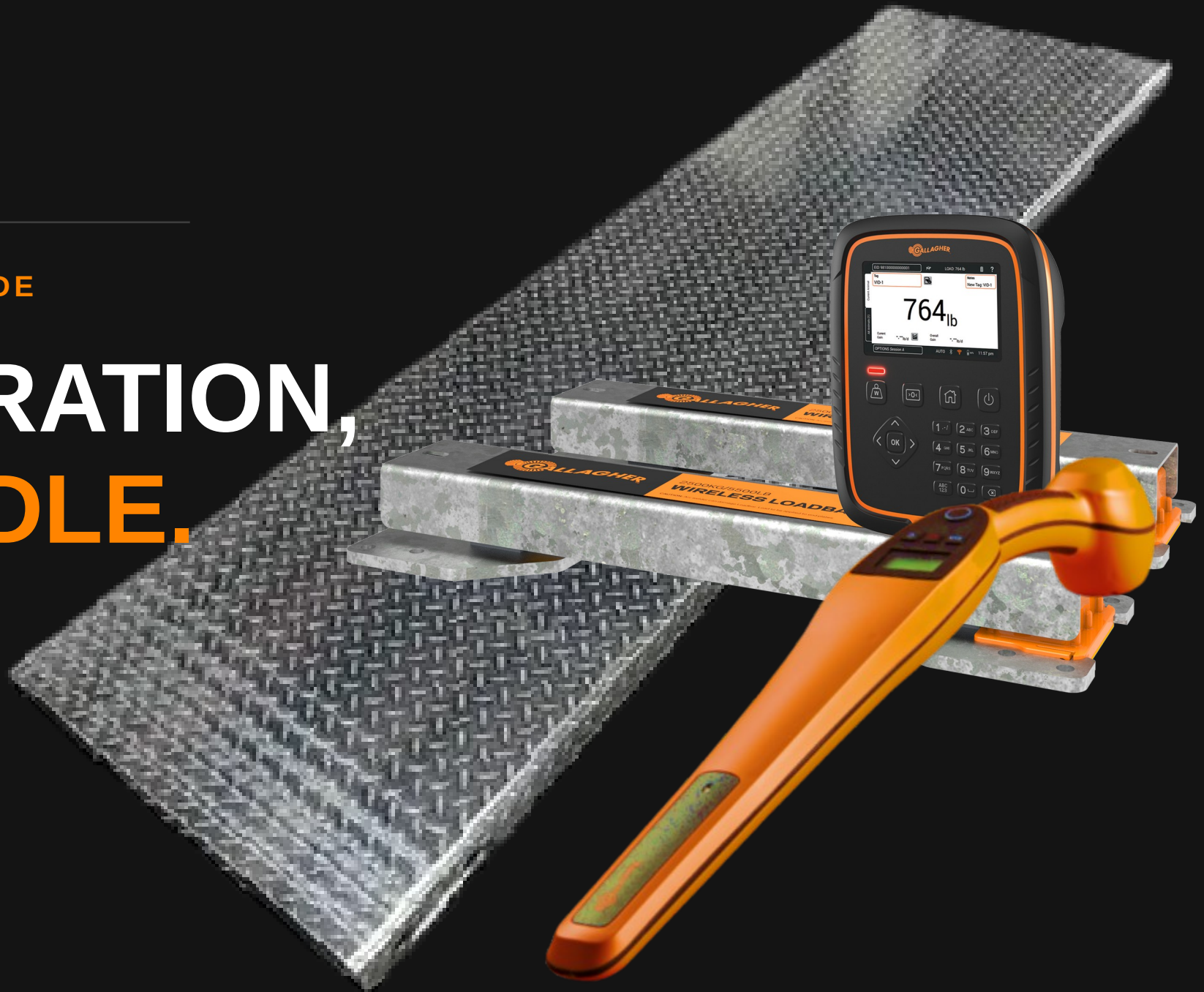




THE AP&T CATTLE BUNDLE GUIDE

RIGHT OPERATION, RIGHT BUNDLE.

Your field guide to qualifying cattle producers and matching them to the right Gallagher weighing + EID setup — cow-calf to feedlot — with clear Good / Better / Best picks.



BEFORE YOU RECOMMEND · THE FOUNDATION

Start With the Right Questions

Three data categories and five questions tell you what level of weighing, EID, and record capture a producer actually needs — before equipment ever comes up.



CATEGORY 01

Animal Identification

Visual tag · EID tag · breed · sex · age



CATEGORY 02

Performance Traits

Weight · ADG · frame score · body condition



CATEGORY 03

Health & Treatment

Vaccines · dewormer · antibiotics · implants

THE FIVE QUALIFYING QUESTIONS

1

Operation type?

Cow-calf · stocker · feedlot · seedstock · grazing · hobby

2

Herd size?

Under 50 · 50–200 · 200–500 · 500+

3

EID use today?

None · some · the entire herd

4

Capturing now?

Nothing · weights · weights + treatments · full data

5

Software needs?

None · basic records · full herd management

Begin With the Right Weighing Foundation

Wireless load bars are the simplest fit for most cattle operations. Choose capacity and setup based on how the customer weighs.

PROMOTE WIRELESS FIRST

Wireless load bars cut cable clutter, speed up setup, and keep the weighing area cleaner. For most operations the real question isn't whether wireless works — it's whether they need 5,500 lb alleyway or 11,000 lb under-chute capacity.

1

Where are they weighing?

Alleyway on a platform or under a chute.

2

How heavy is the setup?

5,500 lb (alleyway) or 11,000 lb (under a chute) capacity.

3

Wired or wireless?

Promote wireless first unless they want a permanent cabled install.

KEY EXCEPTION For larger chutes with wider measurements, 4 heavy-duty stainless load feet are usually the better foundation.

CHOOSE BY SETUP STYLE

Match the Foundation to the Setup



PROMOTE FIRST

Wireless Alleyway

Wireless Load Bars · 5,500 lb

Clean, simple alleyway weighing with no cable management.



BEST FOR CHUTE

Wireless Under-Chute

Wireless Load Bars · 11,000 lb

Chute-based weighing where customers want wireless convenience.



HEAVY-DUTY

Heavy-Duty Chute

Stainless Load Feet · 11,000 lb

Larger chutes, wider measurements, super heavy-duty installs.

OTHER FOUNDATION OPTIONS

Wired Load Bars
Cabled installs · 5,500 / 11,000 lb



8' Flat Platform **NEW**

Simple in-alley platform weighing



COW-CALF · CHUTE-SIDE DATA CAPTURE

Cow-Calf Operations

Breeding-cow herds raising calves through weaning, with routine chute work tied to herd records, health, and replacement decisions.

OPERATION SNAPSHOT



Herd sizes Small 20–100 · Mid 100–500 · Large 500+ COWS

At the chute Calving records, tagging, weaning weights, preg check, vaccinations, culling

Captured ID/EID, birth date, birth & weaning weights, dam/sire, frame, BCS, feet & udder scores

Health Vaccines, dewormer, antibiotics, implants, minerals

GALLAGHER EQUIPMENT FIT

GOOD *Entry level*

W-0 · manual tag entry

Smaller herds or producers who mainly need weights and simple records without electronic ID at every chute event.



BETTER *Adds EID speed*

W-1 + HR0 reader

Ready to move past handwritten or manual tag entry for faster, more accurate animal ID — without advanced data collection.



BEST *Full data capture*

TW-3+ + HR5 · full EID database

Larger or data-driven cow-calf herds wanting chute-side traits, treatments, history, and complete EID-based decision support.



STOCKER / BACKGROUNDER · CHUTE-SIDE DATA CAPTURE

Stocker / Backgrounder Operations

Operations that buy weaned calves and grow them before feedlot placement — focused on gain, health, and sorting.

OPERATION SNAPSHOT



Focus Weight gain · health management · sorting by weight

At the chute Receiving weights, re-tagging, vaccinations, weight checks, sorting, treatments

Captured Animal ID, arrival & current weight, ADG, frame, ownership tracking for mixed groups

Records Received, tagged, re-implanted, sorted, treated, shipped

Meds Respiratory vaccines, dewormer, implants, antibiotics

GALLAGHER EQUIPMENT FIT

GOOD *Basic receiving flow*

W-1 + HR0 reader

Dependable arrival weights, quick ID capture, and straightforward treatment records without advanced performance tracking.



BETTER *Faster EID capture*

TW-3 + HR5 reader

Crews processing larger groups more often — repeated weight checks, sorting, and treatment history with quicker EID reads.



BEST *Performance / gain mgmt*

TWR-5 + HR0 reader

Data-driven backgrounding that monitors ADG, compares pens or ownership groups, and wants performance insight before the feedlot.



FEEDLOT · CHUTE-SIDE DATA CAPTURE

Feedlot Operations

High-volume feeding operations finishing cattle for slaughter — built around feed conversion, gain, and health.

OPERATION SNAPSHOT



Focus Feed conversion · weight gain · health management

At the chute Arrival weights, re-tagging, re-implanting, treatments, pen sorting, shipping weights

Captured EID, weight, pen ID, treatment history, ADG

Records Received, tagged, re-implanted, treated, pulled from pen, shipped

Meds Antibiotics, growth implants, vaccinations

GALLAGHER EQUIPMENT FIT

BEST FIT *Primary Gallagher setup*

TW-3 + HR0 reader · EID + software

Dependable EID capture, individual weights, treatment history, and a clean path into software-supported processing workflows.



OPTION 1 *Works with 3rd-party software*

TW-1 + HR0 reader

Gallagher hardware at the chute while the yard keeps using platforms such as Micro Technologies for downstream data.



OPTION 2 *Automated ID flow*

TWR-1 + panel reader

Where third-party systems drive the process — fixed-location ID capture and streamlined animal movement through the yard.



SEEDSTOCK / REGISTERED · CHUTE-SIDE DATA CAPTURE

Seedstock / Registered Breeders

Breeders producing registered genetics, where detailed chute-side data is central to genetic, performance, and sale decisions.

OPERATION SNAPSHOT



At the chute Birth recording, performance testing, ultrasound, genetic evaluation, sale prep

Captured ID/EID, sire, dam, birth/weaning/yearling weights, frame, scrotal, ultrasound, foot & udder, disposition, shedding

Records AI breeding, preg check, embryo transfer, weaning, sale prep

Meds Vaccines, dewormer, reproductive hormones

GALLAGHER EQUIPMENT FIT

GOOD *Structured ID + weight*

TW-3 + HR0 reader · EID tracking

Breeders moving into consistent EID-backed weight capture and basic performance records.



BETTER *More at the scale head*

TW-5 indicator + HR0 reader

Want more indicator capability and expanded record handling, with room for detailed data — still using HR0 for dependable reads.



BEST *High-detail genetics*

TW-3+ + HR5 standalone · full EID database

Deeper performance, pedigree, and trait data with full chute-side records, standalone capability, and stronger selection & sale-prep support.



SMALL HOMESTEAD / HOBBY · CHUTE-SIDE DATA CAPTURE

Small Homestead / Hobby Producers / Direct to Consumer

Small herds (5–50 head) that need simple, practical chute-side recordkeeping without added complexity.

OPERATION SNAPSHOT



Focus Simple health records · weight tracking

At the chute Weigh · vaccinate · tag

Captured Animal ID and weight

Meds Vaccines and dewormer

Organic Verification

GALLAGHER EQUIPMENT FIT

BEST FIT *Simple recordkeeping*

W-0 or W-1 indicator ·
HR0 reader optional

Straightforward weight tracking, basic treatment notes, and an easy-to-learn setup. The optional HR0 adds EID capture when tags are being used — without requiring a more advanced data system.



Upgrade path: If the herd grows or they start tracking calf performance, the Cow–Calf bundle (W-1 + HR0, then TW-3+ + HR5) is the natural next step.

QUICK REFERENCE

Match the Operation to a Starting Point

Confirm the producer's data goals, then start the conversation at the right tier — not the cheapest box.

Operation	Starting Point	Step Up	Best Fit
Cow-Calf	W-0 · manual entry	W-1 + HR0	TW-3+ + HR5 + software
Stocker / Backgrounder	W-1 + HR0	TW-3 + HR5	TWR-5 + HR0 + software
Feedlot	TW-1 + HR0 (3rd-party)	—	TW-3 + HR0 + software
Seedstock / Registered	TW-3 + HR0	TW-5 + HR0	TW-3+ + HR5 standalone + software
Homestead / Hobby / Direct to Consumer	W-0 or W-1 (+ optional HR0)	—	→ Cow-Calf path

FIELD TIP: Qualify first · recommend by operation · let the producer's data goals — not the price tag — drive the equipment and software tier.

THE BOTTOM LINE

You're not matching a box to a barn. You're matching the right data system to how a producer actually runs cattle.



DEALER REMINDER

It's never about more hardware. It's about the right fit for the operation:

- ✓ Qualify before you quote
- ✓ Recommend by operation
- ✓ Let data goals drive the tier

THE ONE-LINER

“Tell me how you run cattle, and I'll tell you exactly which Gallagher setup fits — and why.”

Use the Quick Reference as your fast field cheat sheet.



COMING NEXT WEEK

Tank Level Monitor

Same customers, same paddocks — now their water too.

Real-time water, diesel, and liquid-feed levels straight to a phone. Dual satellite + cellular keeps it connected anywhere on the property — even off-grid, where there's no coverage and no fence to sell.

- ✓ Alerts in 15 minutes — before tanks run dry and stock stress
- ✓ Works anywhere — satellite + cellular, even off-grid
- ✓ DIY install in minutes — mount the unit, connect, download the app
- ✓ About 30¢ a day — up to 75% cheaper than Farmbot / Ranchbot

Landing in your inbox Monday

