



- Aiming to improve the efficiency of grazing animals on pasture and optimise the use of land
- Introducing the world's first virtual fencing for livestock
- Agri-EPI tapping into tech to discover future needs and concerns of farmers

Background

Nofence began in a small Norwegian town named Batnfjordsøra, many years ago when their Founder and CTO, Oscar Hovde, set about making his idea of virtual fencing for livestock a reality. As the concept grew, so did the interest. The man with a plan soon became people with a purpose: getting animals

out on pasture where they belong. And with the help of their customers whose input, innovation, and patience continue to be an integral part of their product development, Oscar's idea blossomed. Today, NoFence are a team of international professionals with a set of shared goals: to support

livestock farmers, improve animal welfare, and restore the fertility of our soil.

About NoFence

NoFence has created the world's first virtual fencing for livestock: using GPS and cellular communication technology built into special collars to help farmers graze animals on pasture without the need for traditional penning and electric fences. Their vision is to improve animal welfare and make it easier for farmers to rear animals, as well as promote sustainable food production and help people to make better use of pasture resources throughout the world.

The Nofence app allows users to create pastures, give their animals access to new pastures and save time and money by not having to erect and maintain physical fences. Exclusion zones can also be created to keep livestock out of certain areas within a grazing pasture.

Nofence allows the farmer to optimise the use of the land they have available. Upland areas that would be difficult to fence can now be easily grazed, managed grazing systems implemented without the need to move physical fences daily and an arable system can introduce livestock without needing considerable investment in permanent fencing.



How the business has expanded in the UK

NoFence is one of the many agri-tech innovators in residence at Agri-EPI Centre's Midlands Agri-Tech Innovation Hub, where the availability of all kinds of agricultural expertise and access to commercial farms for trials and research offers practical benefits to their agri-tech solutions.

Since joining the Midlands hub in April 2021, Nofence has expanded with 7 new employees and has increased its customer base from 25 to over 400 at present. From distributing their first 400 collars in 2021, they are now at over 6500+ and have been featured on BBC Countryfile, BBC One show and GB News.

Testing technology in a real farming environment allows agri-tech companies to see the practical application of the technology being developed. For NoFence, it's been hugely exciting to see how their work helps farmers bring herds out of the barn and into the pasture.

Agri-EPI features several Innovation Farm Network



members including Bowhill Farming Ltd, Selkirkshire which is trialling a number of products and systems including Nofence's collars.

Farm Manager Sion Williams, said:

"We have attached solar-powered Nofence collars to a portion of our suckler herd and the virtual fence technology is enabling more precision grazing in a rotational system on hill ground, as well as summer rotations without fences and forward creeping calves."

Nofence has found great success utilising the Midlands Hub as a springboard for their projects to grow nationwide.

"We are always striving to create a product that the farmers find useful. It's not about what we want to make, but about what the customers need."



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