**Level 2: Future Proofing Influences.**

**Technology Future Proofing Influence Worksheet.**

**Teacher Note:**

This worksheet provides an example of **technology** future proofing Influence.

**Halter** is a New Zealand technology company that focuses on farming. It creates smart collars (wearables) to help farmers manage their animals and land more easily using modern technology.

Students should **research** [Halter](https://www.halterhq.com/about) and how this wearable technology works, what it can do now and what it could do in the future.

Recommended resources:

**Videos**

* **listen to Halter** [**Farmers**](https://www.halterhq.com/halter-farmers)
* **Halter for** [**dairy**](https://www.halterhq.com/dairy-overview)
* **Halter for** [**beef**](https://www.halterhq.com/beef)

**Discussion questions**- Stimulate discussion and understanding of cattle wearables (smart collar) technology

**Future Proofing Influences Questions**

[**Halter raises $165M in funding to help farmers boost productivity**](https://www.halterhq.com/news/halter-raises-165m-in-funding-to-help-farmers-boost-productivity#:~:text=June%2024%2C%202025-,Halter%20raises%20%24165M%20in%20funding%20to%20help%20farmers%20boost,billion%20(USD%20%241%20billion).)

**Halter raises $165M in funding to help farmers boost productivity.**

Halter, a New Zealand tech company revolutionising farming with its virtual fencing and animal management system, has raised $165M in a Series D fundraising round, valuing Halter at $1.65billion (USD $1 billion).

The round was led by BOND, a global technology investment firm, with investment from NewView Capital, continued support from local investors Blackbird and Icehouse Ventures, and ongoing backing from Bessemer Venture Partners, DCVC, Ubiquity Ventures and Promus Ventures.

Craig Piggott, CEO and Founder of Halter, says “Halter was built with our early farmers – we wouldn’t be here without them. We’re deeply grateful for their trust. This capital will help unlock productivity gains for even more farmers.”

Halter is the leading operating system to run a dairy or beef farm. The Halter system includes a solar-powered smart collar for each cow, towers for connectivity, and an app that lets farmers manage their cattle and pasture from their phone. Cattle are guided by the collar’s sound and vibration cues. Farmers can virtually fence, move, and monitor their cattle 24/7.

“Halter farmers are more profitable and get better outcomes for the environment and their animals. Farmers use Halter to grow and harvest more grass, reduce workload, increase herd size, improve animal health and welfare, and unlock environmental benefits,” says Piggott.

Piggott says the milestone highlights the importance of farming in society.

“Farmers are the backbone of rural communities. They feed society and play a key role in building sustainable food systems. Halter farmers are pioneering a more productive and sustainable way to farm.

“We’re delighted to partner with BOND and to welcome NewView, and we’re grateful for continued support from our investors who backed us early – we’re all aligned on our mission to support farmers.”

Daegwon Chae, General Partner at Bond says that cattle-based products generate over $1 trillion annually. “Farmers feed billions of people but are constrained by traditional bottlenecks of the offline economy – labour, time, and limited automation. Halter’s vision is ambitious and impactful, to build the digital operating system for farms and ranches globally, leveraging the cutting-edge of physically enabled technology. We’re thrilled to partner with them”.

Piggott says: “Dairy and beef farming is a powerhouse of New Zealand’s economy, generating over $30 billion and nearly 30% of total exports each year. When our farmers thrive, so does our economy. This capital will help thousands more farmers increase productivity and deepen their enjoyment of farming, in turn driving economic growth.”

“We’re investing in exciting product innovations, plus expansion throughout New Zealand, Australia and the US.”

Halter was named the fastest growing company in New Zealand by the Deloitte Fast50 index and is well positioned to continue expanding to meet demand across its markets.

“I’m really proud of our team – we’re passionate about supporting farmers and we’re excited about the journey ahead,” says Piggott.

**Discussion Questions.**

1. What type of company is Halter and where is it based?
2. What recent milestone did Halter achieve in terms of fundraising and valuation?
3. Why does Craig Piggott say Halter owes a lot to early farmers?
4. What is the main purpose of Halter’s system?
5. What does the smart collar do for cows?
6. How do farmers use the Halter system to manage their cattle?
7. How does the Halter system help farmers manage their pasture and fences?
8. What other benefits do farmers get from using Halter’s technology?
9. Why is Halter expanding into countries like Australia and the United States?
10. Why is farming considered important to society, according to Piggott?
11. How does Halter’s technology help farmers be more sustainable?
12. What role does innovation play in Halter’s future plans?
13. What did Daegwon Chae from BOND say about the cattle industry and Halter’s impact?
14. Why do you think technology like Halter’s is important for the future of farming?
15. How could this kind of technology change the daily life of a farmer?
16. What challenges do you think Halter might face as it expands into new countries?

**Discussion Questions Answers**

1. What type of company is Halter and where is it based?

Halter is a New Zealand technology company that focuses on farming. It creates smart collars (wearables) to help farmers manage their animals and land more easily using modern technology.

1. What recent milestone did Halter achieve in terms of fundraising and valuation?

Halter raised $165 million in a Series D fundraising round, which brought the company’s value up to $1.65 billion NZD (around $1 billion USD).

1. Why does Craig Piggott say Halter owes a lot to early farmers?

Piggott says Halter wouldn’t exist without the support of its early farmer customers, who trusted the company and adopted the technology when it was just starting out.

1. What is the main purpose of Halter’s system?

The main purpose is to provide a smart way to manage cows and land. It helps farmers move, monitor, and fence their livestock using technology, without needing to do everything manually.

1. What does the smart collar do for cows?

The smart collar uses sound and vibrations to guide the cows. It helps them move to different areas and stay within virtual fences set by the farmer.

1. How do farmers use the Halter system to manage their cattle?

Farmers use an app on their phone to control where cows go, set up virtual fences, and monitor the animals’ health and behaviour.

1. How does the Halter system help farmers manage their pasture and fences?

Halter allows farmers to create virtual fences, so they do not need to build physical ones. This helps them control which parts of the pasture cows graze on, making land use more efficient.

1. What other benefits do farmers get from using Halter’s technology?

Farmers using Halter’s system can:

* Grow and use more grass.
* Work fewer hours.
* Look after more cows.
* Improve animal health and welfare.
* Help the environment by farming more sustainably.

1. Why is Halter expanding into countries like Australia and the United States?

Halter wants to help more farmers and reach larger markets where dairy and beef farming are important industries.

1. Why is farming considered important to society, according to Piggott?

Piggott says farmers are the backbone of rural communities. They feed people and are essential for creating sustainable food systems.

1. How does Halter’s technology help farmers be more sustainable?

Halter helps farmers use land more efficiently, increasing the land area being grazed but reducing over grazing of pasture minimising the risk of erosion, by keeping livestock away from waterways, native areas, wetlands and other sensitive areas of land leading to better outcomes for the environment.

1. What role does innovation play in Halter’s future plans?

Innovation is a big part of Halter’s growth. They are investing in new products and tools to help farmers and planning to expand to new regions and countries.

1. What did Daegwon Chae from BOND say about the cattle industry and Halter’s impact?

He said that cattle-based products are a $1 trillion industry, but farmers are still held back by old-fashioned ways of working. Halter can help bring farms into the digital age by using advanced technology.

1. Why do you think technology like Halter’s is important for the future of farming?

Technology like Halter’s can support farmers to work more efficiently and effectively with less effort, monitor animal behaviour and health, protect the environment, and farm more sustainably.

1. How could this kind of technology change the daily life of a farmer?

This technology can save farmers time from moving or fixing fences or moving livestock. They can make better use of pasture grown which will improve production. Less money would need to be spent on expensive fencing. Animal behaviour and health can be easily monitored which give farmers piece of mind. This technology can help farmers achieve environmental goals. Overall, this will make their jobs easier and more enjoyable.

1. What challenges do you think Halter might face as it expands into new countries?

Halter might face different farming styles, weather conditions, and technology access in other countries. They may also need to train farmers and adapt their system to local needs.

**Future Proofing Influence Questions**

1. What is the name of the agribusiness?
2. What are the influences impacting this agribusiness?
3. Using one of the influences from the list (e.g. technology);
4. Outline some of the impacts. Separate the impacts out into short and long term on the business.
5. Using the influence you have discussed, explain the impact beyond the business.
6. What are the consequences of these impacts on the business?
7. Using these consequences, explain how each consequence might affect the viability of the business?
8. For another influence (e.g. environmental);
9. Outline some of the impacts. Separate the impacts out into short and long term on the business.
10. Using the influence you have discussed, explain the impact beyond the business.
11. What are the consequences of these impacts on the business?
12. Using these consequences, explain how each consequence might affect the viability of the business?
13. Justify which of the two above influences would have the greatest impact on the viability of business - positive or negative?

**Future Proofing Influence Answers.**

1. What is the name of the agribusiness?

The name of the agribusiness is Halter.

1. What are the influences impacting this agribusiness?

The influences impacting Halter include:

* Technology: Virtual fencing, smart collars, connectivity, and mobile apps.
* Environmental: Sustainable farming practices and reduced environmental impact.
* Economic: Large capital investment, contribution to New Zealand’s economy, export value, expansion into Australia and the United States.
* Social: Improving work life balance for farmers, supporting rural communities and consumer demand for sustainable and efficient farming practices.
* Legal/Political: Potential regulations around animal welfare, data use, and environmental compliance.

1. Influence: Technology
   1. Outline some of the impacts. Separate the impacts out into short and long term on the business.

Impacts on the business:

Short-term impacts:

* Improved efficiency in farm operations (e.g., moving cattle, monitoring health).
* Attraction of investment and attention due to innovation.
* Increased initial development and production costs (smart collars, towers, app).

Long-term impacts:

* Market leadership in smart farming solutions.
* Creation of a scalable tech platform for global agriculture.
* Competitive advantage through data-driven insights.
* Potential to disrupt traditional farming models globally.
  1. Using the influence you have discussed, explain the impact beyond the business.

Impact beyond the business:

* Farmers benefit from increased productivity, reduced labour, and better animal welfare.
* Agricultural sector shifts towards digitisation and automation.
* Consumers may see more ethical, sustainable food products.
* Tech industry could experience a rise in agri-tech innovation.
  1. What are the consequences of these impacts on the business?

Consequences of these impacts on the business:

* Increased demand for Halter’s products due to proven efficiency.
* Global expansion opportunities, especially in Australia and the United States.
* Dependency on reliable tech infrastructure (connectivity, solar power, etc.).
* Higher research and development costs to stay ahead of potential competitors.
  1. Using these consequences, explain how each consequence might affect the viability of the business?

How each consequence might affect the viability of the business:

* Increased demand for smart collars will boost revenue and expand Halter’s market share, enhancing overall business viability.
* Global expansion will diversify risk and create new growth and investment opportunities, further strengthening Halter’s long-term viability.
* Dependence on technology will require Halter to implement robust systems and backup plans to ensure resilience and adaptability in changing conditions.
* Higher research and development costs will require consistent investment to remain innovative, stay ahead of competitors, and continue driving demand.

1. Influence: Environmental
   1. Outline some of the impacts. Separate the impacts out into short and long term on the business.

Impacts on the business:

Short-term impacts:

* Better environmental outcomes help Halter meet compliance and attract environmental conscious investors.
* Helps farmers reduce their carbon and methane footprints.

Long-term impacts:

* Strengthens Halter’s brand as a leader in sustainable agriculture.
* Increases pressure to maintain environmental standards as regulations tighten globally.
  1. Using the influence you have discussed, explain the impact beyond the business.

Impact beyond the business:

* Enhanced environment sustainability through improved pasture management, reduced emissions, protection of waterways, wetland, native and fragile areas.
* Supports and encourages farmers to adopt environmentally sustainable practices.
* Meets consumer demands for environmentally sustainable food products.
  1. What are the consequences of these impacts on the business?

Consequences of these impacts on the business:

* Positive brand perception and alignment with sustainability trends will attract investors.
* Access to environmental, social, and governance focused investors and public support.
* Increased scrutiny and accountability regarding environmental claims.
* Need for continuous innovation to maintain environmental leadership.
  1. Using these consequences, explain how each consequence might affect the viability of the business?

How each consequence might affect the viability of the business:

* Positive brand perception builds trust, increases adoption, and attracts investors. This leads to increased revenue, which can be reinvested into innovation, helping Halter stay ahead of competitors and build a resilient, viable business.
* Access to environmental, social, and governance focused investors secures funding for continued innovation and growth, enabling future expansion and further strengthening the business.
* Increased scrutiny and accountability requires Halter to be transparent about its environmental claims. While this builds trust, any failure to meet expectations could pose reputational risks.
* Pressure to continuously innovate demands significant and ongoing investment to ensure Halter remains competitive in the rapidly evolving agri-tech industry.

1. Justify which of the two above influences would have the greatest impact on the viability of the business - positive or negative?

Technology has the greatest impact on the viability of Halter, and the impact is largely positive.

Justification:

* Core to Halter’s product: The business is built around advanced technology; smart collars, virtual fencing, and digital farm management. Without technology, the business wouldn’t exist.
* Scalability: Technology enables rapid scaling across countries and farming types (dairy, beef).
* Revenue generation: Tech-driven services can be monetised through subscriptions, upgrades, and data insights.
* Investor attraction: Major funding rounds are driven by Halter’s innovative tech model.
* Competitive edge: Halter's technological innovation is what differentiates it from traditional and even other modern farming solutions.

While environmental sustainability is essential, especially for reputation and long-term market relevance, technology is what drives the product, the business model, investor interest, and global expansion. Therefore, its influence on Halter’s viability is greater.