**Level 3: Future Proofing Strategies****.**

**Economic Future Proofing Strategy Worksheet.**

**Teacher Note:**

This worksheet provides an example of an **economic future proofing strategy.**

**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) to understand 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)

There is a level 2 worksheet “***Halter raises $165M in funding L2”*** which provides more information on Halter and can be used as **prior knowledge** if needed

**Future Proofing Strategy 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.

**Future-Proofing Strategy Questions**

1. What are Halter’s future needs to keep growing?
2. Halter’s ability to raise $165M in a Series D funding is a future proofing strategy. How could Halter use this funding to stay competitive in agri-tec globally?
3. Describe a new future proofing strategy (not in the article), which Halter could use to stay successful in the future?
4. Explain how your strategy would help Halter mitigate an influence and ensure long-term viability of the business?
5. Questions 3 and 4 could be repeated for other influences such as social or environmental.

**Future-Proofing Strategy Answers**

1. What are Halter’s future needs to keep growing?

* Halter needs to continue expanding into new markets like Australia and the United States to grow its customer base. It also needs to keep developing its technology to stay ahead of competitors, such as improving its smart collars and app.
* Halter needs to hire more staff, especially in research, development, and customer support, to help farmers use the Halter system effectively.
* Halter will need strong partnerships with local farming communities and governments to support adoption of its products.’

1. Halter’s ability to raise $165M in a Series D funding is a future-proofing strategy. How could Halter use this funding to stay competitive in agri-tech globally?  
   Halter could use the $165M

* To invest in research and development to improve its technology, making it even more accurate, reliable, and user-friendly for farmers.
* To expand its operations in new countries, hiring local teams and setting up support systems.
* For marketing campaigns and farmer training programs to build trust in new regions. This would help Halter build a strong international brand and stay ahead of other agri-tech companies.

1. Describe a new future proofing strategy (not in the article), which Halter could use to stay successful in the future?

Economic influence.

Halter could develop a data analytics platform that helps farmers make better decisions based on the data collected by the collars and app. This platform could use AI to predict health problems in cows, recommend pasture rotations, and even forecast milk production. By offering this as a subscription service, Halter could create a new revenue stream and provide even more value to farmers.

1. Explain how your strategy would help Halter mitigate an influence and ensure long-term viability of the business.  
   This strategy would help Halter deal with the influence of increasing competition in the agri-tech space. As more companies enter the market with similar products, offering advanced data insights would set Halter apart. It would also help farmers rely more on Halter’s system, making them less likely to switch to competitors. This creates long-term customer loyalty and helps ensure Halter stays profitable and relevant in the future.
2. **Answers for a Social influence**
3. Describe a new future-proofing strategy (not in the article) you think Halter could try to stay successful in the future.

Social influence.  
Halter could create a public-facing animal welfare dashboard that shows real-time data about how cows are being cared for using their technology. This dashboard could include information on herd movement, rest time, and health alerts, all showing how Halter helps improve the lives of animals on farms. They could even offer this tool to farmers who want to show their customers (like milk or meat buyers) that their animals are well-treated.

1. Explain how your strategy would help Halter mitigate an influence and ensure long-term viability of the business.  
   This strategy would help Halter deal with the influence of increasing competition in the agri-tech space. As more companies enter the market with similar products, offering advanced data insights would set Halter apart. It would also help farmers rely more on Halter’s system, making them less likely to switch to competitors. This creates long-term customer loyalty and helps ensure Halter stays profitable and relevant in the future.