



Hello and welcome from Bar CK Cattle Company,

On behalf of Bar CK I would like to invite all interested parties to a seminar on 701X's GPS tags the night before our annual bull sale, Feb 11, 2026, at Bar CK Ranch located at 8925 SW Green Drive in Culver, Oregon. Dinner and refreshments will be provided. The seminar will kick off around 6:00 PM.

701X is an innovative cattle management and data tracking technology company. These tags can supply all sorts of data besides GPS tracking. Just a few of the trackable information for an activity report includes a 7-day step rate/hr., 7-day heart rate, bull mounting, cow estrus plus a % time in hours for the week spent eating, walking, resting and ruminating. 701X believes they will be able to develop PAP scores and cow intake predictions from this information. The mad scientist in me thinks this is the future of data collection and is how seed stock producers will be able to build more profitable bulls for the beef industry.

701X has also had meetings with the Trump administration about implementing this technology in the wolf management plan. Producers will get alerts for abnormal movement patterns and possible predator attacks even if the cattle aren't injured or killed. The tags will make it much easier prove damages.

Perhaps the best tool for producers using these tags is the bull mounting report. We at Bar CK feel if you are going to pay a lot of money for a bull you should know he is breeding cows and breeding them on your ranch. Every bull sold this year at Bar CK will have a 701X tag (\$175 value including the yearly service fee).

Here is Chip Kemp's, Chief Strategy Officer for 701X, thoughts how the bull mounting report can benefit Ranchers. "When was the last time you sent an employee out for two months and told him **NOT** to call or check in? What if he doesn't show up? What if he is injured or sick and misses work for a week? Well, since you told him **NOT** to check in, you'll never know. Pretty stress free. **Until it isn't.**" Join us the evening of February 11 at 6 PM to hear from Chip Kemp with 701x to visit about how modern tools can help protect your bull investment and next year's calf crop.

Mike Alley  
[mike@barckcattle.com](mailto:mike@barckcattle.com)  
541-948-3521  
Bar CK Cattle Company  
8925 SW Green Drive  
Culver, OR 97734

P.S. please RSVP so we can get a head count for dinner.