

DIGITAL BOUNDARIES, REAL RESULTS

THE UNION CATTLE COMPANY SUCCESS STORY

HOW ONE IDAHO RANCH CUT ROUNDUP TIME BY 85%

For the Berquist family, like many across the country, ranching is a family business. Rancher Caleb Berquist operates Union Cattle Company (UCC) with his parents and sister in eastern Washington state. Together, they rotationally graze cattle across a vast, 26,000-acre open range in northern Idaho — no short commute from their home base.

Read on to see how they were able to dramatically cut their roundup time, manage their ranch remotely, and stay confident about their herd's location — all from 150 miles away.

THE CHALLENGES FACING UCC AND THE BERQUIST FAMILY

Remote management can be difficult

UCC trusts in their crew to keep the ranch going. But it can be challenging to keep an eye on things from three hours away, and remote problem-solving took time.

Roundups required long days and deep knowledge of the land

Traditionally, managing up to 300 calf-cow pairs in the mountainous Idaho terrain required significant resources, with range riders frequently working 10–12 hours a day, six days a week — often spending entire summers away from home. Roundups historically took over two months.

UCC encourages employees to take time off, but it can be difficult to cover for a rider that knows the ins and outs of the landscape. Good help is critical to a ranch's success, and finding replacements can take up valuable time.

Traditional fencing wasn't right for the job

Physical fencing can cost at least \$15,000 per mile with labor and maintenance, and with the additional challenge of navigating waterways, tight ground and rugged terrain, relying on it for the entire perimeter just wasn't feasible for UCC.

“WE WOULD SPEND 2 MONTHS RIDING AND RIDING AND RIDING ...IT WOULD TAKE FOREVER TO GATHER THEM ALL.”

“THEY PUT IN LONG HOURS AND WERE AWAY FROM THEIR FAMILIES. THAT'S HARD.”

CALEB BERQUIST



Vence
Cattle Collar

FROM TWO MONTHS TO 8 DAYS: DRAMATIC TIME SAVINGS WITH VIRTUAL FENCING

To address these challenges, UCC turned to Vence virtual fencing and collars, installing 3 base towers to cover 26,000 acres.

“I LOVE THAT I CAN PULL UP VENCE, SEE THAT OUR COWS ARE ALL IN, AND TELL OUR RANGE RIDER HE CAN SPEND ANOTHER NIGHT AT HOME WITH HIS FAMILY. THAT’S GOOD FOR THEM AND OUR BUSINESS.”

SIGNIFICANT REDUCTION IN LABOR AND TIME



The annual roundup timeline was slashed from over 60 days to just eight days, an **85% decrease in hours**



Riders’ workdays were cut up to **50%**, allowing them to make better use of their time and enabling them to assist with other ranch operations



The ability to pinpoint exact cattle location **saved countless hours searching for animals**

Enhanced well-being and peace of mind

- Shorter workdays can support staff retention
- Precise location data reduced stress on management and crew and enabled easier coverage for absent crew members
- Digital tracking increased transparency for remote management from Washington state

“IT HAS PAID FOR ITSELF WITH THE MARKET AND SAVINGS.”

“WE CAN BE MORE EFFICIENT WITH OUR HELP AND INTENTIONAL WITH OUR LABOR.”

CALEB BERGQUIST



VENCE PROVED TO BE A GAME CHANGER FOR UCC

With Vence, UCC transformed its ranch management practices, reducing roundup time, improving staff well-being, and enhancing operational efficiency. The technology enabled UCC to work smarter, not harder, demonstrating how virtual fencing can revolutionize traditional ranching operations.