Ranchbot Joins U.S. Roundtable for Sustainable Beef

Remote water monitoring company brings ranch-level data and infrastructure expertise to national beef sustainability initiative

FORT WORTH, TX, UNITED STATES, September 8, 2026 /EINPresswire.com/ -- Ranchbot Monitoring Solutions, a ranching technology company trusted by ranchers and producers to monitor and manage water levels and infrastructure across their ranches, today announced it has joined the U.S. Roundtable for Sustainable Beef (USRSB) as a member of the Allied Industry constituency.

USRSB's sustainability framework sets goals across six high-priority indicators: water resources, land resources, air and greenhouse gas emissions, animal health and well-being, employee safety and well-being, and efficiency and yield.

Ranchbot's platform pairs field-proven sensors with satellite connectivity that updates in near real-time, giving producers visibility into water levels, pumps, pipes, weather, and other infrastructure right from their phone, no matter how remote the ranch. Today, more than 12,000 customers use the platform to manage roughly 10 million cattle and 15 million sheep across North America, Australia and other markets. That visibility cuts down on long drives to check a tank or trough and frees up time for the rest of the operation.

"As a member of the U.S. Round Table for Sustainable Beef we hope to add to important discussions about continuous improvement in the beef industry. As we seek to support ranches and other participants in the sector for more sustainable and resilient outcomes, water is one of the most critical inputs that’s often overlooked and poorly managed. Our team at Ranchbot have the opportunity to proactively engage with other astute operators and collaborators in the sector and add another lens and insight to the discussion. We’re excited about our involvement in the future of the beef cattle industry through USRSB. " said Andrew Coppin, Co-founder and Chief Executive Officer of Ranchbot.

USRSB has set specific goals around water sustainability, and Ranchbot is excited to come on board to contribute to efforts that bring focus to the importance of managing and conserving water resources across the beef supply chain. The company also believes water management is a key factor in healthy grazing lands, which are vital to the future of the U.S. beef industry.

As a USRSB member, Ranchbot will take part in working groups focused on tracking the industry's progress toward its sustainability goals and identifying priority areas for research, bringing a technology and data perspective to conversations led largely by producers, researchers and supply-chain partners.

About Ranchbot

Ranchbot is a technology company that helps ranchers and producers remotely monitor and manage water, infrastructure and livestock across their operations. Using rugged sensors and near real-time satellite connectivity, Ranchbot gives ranchers visibility from anywhere — saving them time, labor and fuel while delivering peace of mind and productivity gains in the process.

Headquartered in Fort Worth, Texas, Ranchbot serves more than 12,000 customers across North America, Australia and beyond, and operates as Farmbot Monitoring Solutions in Australia.

About the U.S. Roundtable for Sustainable Beef

The U.S. Roundtable for Sustainable Beef (USRSB) is a multi-stakeholder initiative developed to advance, support and communicate continuous improvement in the sustainability of the U.S. beef value chain, achieved through leadership, innovation, multi-stakeholder engagement and collaboration. USRSB's membership spans five constituencies, each with equal representation: producers, allied industry, packers and processors, retail and foodservice, and civil society.

Learn more at usrsb.org.

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