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Aimer Farming targets global beef market with NZ$3 Million funding round

25 November 2026 | News

The Hamilton-based startup will use the funding to develop a beef-focused product for 2027, enhance its dairy platform and expand satellite-based pasture measurement, building on a technology currently used by more than 800 dairy farms across New Zealand, Chile and the UK



New Zealand-based agtech startup Aimer Farming has raised NZ$3 million (approximately A$2.44 million) to expand its digital pasture measurement technology into the beef sector, extending its presence beyond dairy farming. The funding round was co-led by Cultivate Ventures, Erbacher Food Family, Pacific Channel and Agnition. Antipodean Capital, Flying Kiwi Angels, Enterprise Angels and Angel HQ also participated.

The investment will support the development of a dedicated beef product scheduled for 2027, alongside improvements to the company's existing dairy platform. Aimer Farming also plans to expand its satellite-based pasture measurement capabilities and enter additional markets through strategic partnerships.

From pasture measurement to livestock decision-making

Founded in 2023 in Hamilton, New Zealand, by Dr Jeremy Bryant, Aimer Farming has developed a digital platform that combines smartphone-based pasture measurements with satellite imagery and pasture growth forecasts. The technology is designed to give farmers a more consistent understanding of pasture availability and expected growth, helping them make decisions on livestock grazing, paddock allocation and supplementary feed purchases.

Pasture management is a critical component of livestock production economics, influencing feed costs, animal performance and the utilisation of available grazing land. By combining on-ground measurements with satellite-based monitoring, Aimer seeks to provide farmers with better visibility into pasture conditions and support more informed farm management decisions.

The platform currently serves more than 800 dairy farms across New Zealand, Chile and the UK.

Beef expansion marks next growth phase

The latest funding will help Aimer adapt its pasture intelligence capabilities to the requirements of beef farmers, with a new product targeted for launch in 2027. While pasture measurement is already an established requirement in dairy farm management, beef production presents different grazing and feed-planning considerations. The planned product development will extend the company's technology into another major livestock segment.

The expansion also creates an opportunity to apply satellite-enabled pasture monitoring across a wider range of grazing systems, potentially broadening the platform's relevance to livestock producers in different geographies. Alongside the beef product, Aimer will continue investing in its dairy offering, with improvements intended to strengthen the platform's functionality and measurement capabilities.

Satellite technology at the centre of expansion

Aimer's growth strategy places greater emphasis on combining satellite observations with farm-level measurements to improve the coverage and consistency of pasture monitoring. Wider satellite-based pasture measurement is among the priorities for the newly raised capital. The company also intends to use partnerships to support entry into additional markets.

For livestock farmers, more frequent and reliable information on pasture availability can support decisions on when to move animals between paddocks, how to manage grazing pressure and when additional feed may be required. The commercial opportunity lies in translating this information into practical farm-level decisions that improve pasture utilisation and feed management.

Funding takes total capital raised to NZ$5.15 million

The NZ$3 million round brings Aimer Farming's total funding since November 2024 to approximately NZ$5.15 million. With an established customer base of more than 800 dairy farms and a planned entry into beef production, the startup is positioning pasture intelligence as a technology platform with applications across multiple livestock production systems.

Its next phase will depend on the successful development of the beef product, continued adoption among dairy farmers and the ability to extend its satellite-based measurement capabilities into new markets.