

# Tasmanian Industry Participation Plan Executive Summary

## Sheep & Goat eID Project – Grant Round 1 Funding Scheme

### Procurement details

<b>Procurement ID</b>	<b>NA</b>
<b>Procurement title</b>	<b>NA</b>
<b>Name of Responsible Agency/Entity</b>	<b>Department of Natural Resources and Environment Tasmania</b>

### Supplier details

<b>Name of supplier</b>	<b>Allflex Australia Pty Ltd</b>
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### Executive summary

- Allflex Livestock Intelligence, part of MSD Animal Health Intelligence, is the world leader in the design, development, manufacturing and delivery of solutions for animal identification, monitoring, farm management, and traceability.
- Our data-driven solutions are used by farmers, companies and countries to manage hundreds of millions of animals worldwide. By putting intelligent, actionable management information into farmers' hands, our solutions empower them to act in a timely manner to trace animals and safeguard their health and wellbeing, while achieving optimal production outcomes for a healthy, sustainable food supply.
- The benefit attributable to the Tasmanian community arising from Allflex will primarily be the involvement of Australia's Market Leader in Animal Identification in a State - initiated program to improve Tasmania's livestock biosecurity.
- The grant deed will result in a significant increase in the number of individual sheep in the Tasmanian Sheep Flock tagged with an eID tags which will facilitate improved animal traceability and biosecurity.
- Allflex has many years of experience in developing high quality goods (including eID tags for Sheep) as well as in the provision of sound technical support to livestock producers across Australia in regard to eID of individual animals.
- Allflex is participating in the rollout of eID for sheep and goats across Australia by supplying equipment and advice to industry. The company is excited to be able to participate in the Tasmania project that will assist in national harmonisation of sheep and goat eID.
- Allflex will assist in the transition to eID by providing producers with a \$1 rebate off the retail price of sheep eID tags.

### **Are you a Tasmanian SME\*? Do you employ Tasmanians?**

- Allflex is represented in Tasmania by 1 Full Time Employee who resides permanently in Tasmania. Other representatives service Tasmanian customers though fly in from other states depending on the service type and expertise required.
- Allflex also offers Tasmanian Primary Producers Tasmanian Livestock Saleyards access to Animal Management solutions (Fixed Panel Readers that read Individual Animal Electronic Tags as they pass through the Saleyard) and to Dairy cattle Monitoring solutions through its parent organisation MSD Animal Health.
- Allflex Australia is otherwise an Australian business, based in Brisbane and with employees throughout Australia.

### **Where are the goods or services to be used in the contract sourced from?**

- Allflex will provide all 'Goods' related to the contract into Tasmania from the Allflex Australia National Distribution Centre based in Brisbane, QLD.
- Support will be provided by the Tasmanian-based Allflex Sales Representative as well as by other Allflex Employees (e.g. Technical Services Personnel) who will periodically spend time in Tasmania.

### **Opportunity for Tasmanian SME\* involvement**

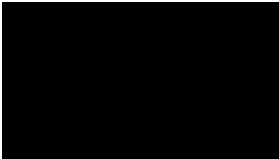
- To fulfil the contract, the Allflex Sales Representative domiciled in Tasmania will engage with the network of Tasmanian Rural Retailers across the State.
- The Allflex Sales Representative in Tasmania will transfer knowledge and skills to the employees of the Tasmanian Rural Retailers to enable them to effectively communicate the message to Tasmanian Sheep Producers the criticality for future traceability and biosecurity of identifying individual Sheep on their Farms with an Electronic Identification Tag

## Broader social and economic opportunities

- The grant deed will result in a significant increase in the number of individual Sheep in the Tasmanian Sheep Flock tagged with an Electronic Ear Tag to facilitate animal traceability and improved biosecurity.
- As flagged above, Allflex does not distribute the “Goods” directly to Tasmanian Sheep Producers. Rather, Allflex sells the “Goods” to Tasmanian Rural Retailers. Accordingly, each “Good” sold by Allflex benefits both the Tasmanian retail economy and supports producers.

## Local innovative solutions

- The benefit attributable to the Tasmanian community arising from Allflex will primarily be the involvement of Australia’s Market Leader in Animal Identification in a State-initiated Program to improve Tasmania’s Livestock biosecurity
- Allflex has many years of experience in developing high quality goods (Electronic Identification Tags for Sheep) as well as in the provision of sound technical support to Livestock Producers.

<b>Completed and endorsed</b>	Jane Parker .....  Allflex Australia Pty Ltd .....  .....  18 / 4 / 24
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\*A Tasmanian SME is a Tasmanian business employing less than 200 people