

# Tasmanian Industry Participation Plan

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

### Procurement details

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

### Supplier details

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

Datamars Livestock has more than 50 years' experience in supporting the everyday requirements of livestock farming. We work alongside farmers to develop award-winning innovative technologies that stand the test of time as they apply them to the real nitty-gritty, day-to-day.

Across Datamars, we share a common purpose: we want to make a measurable difference to the lives of our customers.

For Datamars Livestock, we believe in farmers. We stand behind those who work the land. This means we strive to create products and services that specifically make a measurable difference to their lives. Enabling our customers to produce more consistently, more efficiently, and more sustainably is what drives us.

Datamars 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.

Datamars will assist in the transition to eID by providing producers with a \$1 rebate off the retail price of sheep and goat eID tags.

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

Datamars Australia Pty Ltd is not a Tasmanian SME but does employ one Tasmanian Sales Territory Manager. This allows us to have localized expertise and support for ours and your Tasmanian customer base.

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

Datamars eID (Electronic Identification) sheep tags are sourced from our manufacturing plants located in Slovakia and Thailand. Datamars operates an international supply chain for our products, with manufacturing operations in different countries. Managing production across multiple locations can offer efficiency benefits and cost savings for Tasmanian producers.

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

Datamars does not have a website where industry can purchase agricultural equipment, including eID tags – we sell solely through rural supply stores. In Tasmania the main resellers of eID tags are Nutrien, Elders, Ag Warehouse, Yolla Co-op and Independent rural resellers. This arrangement provides Tasmanian business and producers with a local point of sale contact. For the sale of eID tags this means local advice is provided, that considers the local environmental conditions and stock behaviours.

## **Broader social and economic opportunities**


We support and sponsor many farming community activities and farmer field days. Datamars has already participated in landowner forums in Tasmania, alongside Biosecurity Tasmania staff, held at Elders and Nutrien stores, where our sales team has spoken to groups of local producers on the roll out of eID, and the eID equipment that is available.

## **Local innovative solutions**

Datamars is a global data solutions company with a 35-year legacy in animal and textile solutions. Building on our success in Radio Frequency Identification Devices (RFID) we're bringing together products, technologies, and capabilities to put powerful data in the hands of our customers so

they can make better informed decisions, get the right results, and achieve measurable success – today and tomorrow.

This purpose underpins how we deliver value and guides the way we operate as a responsible business; ensuring that our environmental, social and governance practices (ESG) deliver a measurable difference for our shareholders, people, sectors, communities, and our planet.

<b>Completed and endorsed</b>	Mark Peters - Head of Sales .....  Datamars Australia Pty Ltd .....  .....  17 / 04 / 2024 (Date)
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\*A Tasmanian SME is a Tasmanian business employing less than 200 people