

Tasmanian Industry Participation Plan Executive Summary

Sheep & Goat eID Project – Round 1 Funding Scheme

Procurement details

Procurement ID	NA
Procurement title	Grant Deed Sheep and Goats eID tag scheme
Name of Responsible Agency/Entity	The Crown in Right Tasmania Department of Natural Resources and Environment Tasmania.

Supplier details

Name of supplier	Leader Products Pty Ltd
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Executive summary

Launched in 1948, Leader Products began as a specialist manufacturer and wholesale distributor of livestock identification systems and animal husbandry products. In 1950, Leader Products started producing Australia's first plastic ear tags for sheep and by 1956, had become the predominant supplier for ID tags to the Australian and New Zealand sheep industries.

Leader Products is the next step in the modernisation of livestock identification. Never one to compromise on quality, their latest designs still have the same structural integrity that farmers have relied on for the last seven decades.

Leader Products 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.

Leader Products will continue to support and work closely with our existing 30 approved Tasmanian Rural Resellers (SMEs) for the sales & distribution of our NLIS approved devices to the Tasmanian Sheep & Goat Producers.

Leader Products sales representatives, while servicing Tasmania contribute to the local economy through accommodation, meals, car hire and transportation.

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

Leader products is an interstate company based in Victoria that sells its products through all Tasmanian Rural Resellers who in turn on sell to all Tasmania Sheep & Goat Producers & Livestock agents. There are no tag manufacturers based in Tasmania.

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

All our NLIS Electronic Ear Tags for Sheep & Goats (Multipin & Multitronic tags) are assembled, printed in our production facility in Victoria. All NLIS tag data is then uploaded to Integrity Systems Company (ISC) before sending to rural resellers throughout Tasmania.

Opportunity for Tasmanian SME* involvement

All our products are sold through over 30 approved Rural Resellers (SMEs) throughout Tasmania today and we will continue to support and promote sales through these local SMEs during the Sheep & Goat EID TIP scheme as we have done for over 70 years.

Broader social and economic opportunities

The supply of our NLIS eID products forms a major part of the national implementation of full supply chain integration of individual electronic identification (eID) of sheep and goats under the National Livestock Identification System (NLIS) by 1 January 2025.

Local innovative solutions

To further enhance national livestock security and traceability integrity we have implemented an e-commerce platform for all our approved Resellers which enables them to order NLIS approved devices with live validation of the producers PIC (Property Identification Code) to the ISC NLIS national PIC database. This process removes costly manual data entry mistakes and significantly reduces the time from order placement to dispatch.

Completed and endorsed	David Alcock – Australiasia Manager Leader Products Pty Ltd  18/04/2024
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*A Tasmanian SME is a Tasmanian business employing less than 200 people