

Tasmanian Industry Participation Plan Executive Summary

Sheep & Goat eID Project – Grant Round 1 Funding Scheme

Procurement details

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

Supplier details

Name of supplier	Shearwell Australia Pty Ltd
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Executive summary

- The NRE Tasmania grant program to provide a one dollar per tag discount administered through Shearwell and other manufacturers of NLIS accredited sheep and goat electronic identification tags is aimed at assisting livestock producers to transition to a better traceability system for sheep and goats.
- Traceability is crucial to State administered responses to emergency animal diseases and food safety incidents.
- Shearwell tags are manufactured in Victoria and sold directly to producers or indirectly through rural retailers, who charge a margin on the wholesale value of the tags.
- Individual electronic identification enables producers to more efficiently capture important production trait data and the conversion of this data into improved management decision making.
- Shearwell 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.

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

Shearwell Australia Pty Ltd is not a Tasmanian SME. Shearwell Australia is based in Victoria in Bendigo where our sheep & goat electronic tags are manufactured. The sale of Tasmanian Government discounted tags subject to an NRE grants program Deed of Agreement will support Tasmanian sheep and goat producers in their transition to mandatory individual electronic tagging for stronger industry traceability and biosecurity.

There are approximately 1000 livestock producers that will benefit from this program. Shearwell sells tags directly to producer customers or indirectly through rural retailers such as Elders, Nutrien and independent stock and station agencies. There may be 100 rural retailers which may employ 3-4 people that will benefit from the trade as they apply a margin on tags sold.

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

Shearwell eID tags are made in Australia.

Opportunity for Tasmanian SME* involvement

As above, the Tasmanian SME involvement is through primary producers and agribusiness retailers. This is through an open market where producers have choice in which manufacturer and supplier that they wish to use.

Broader social and economic opportunities

The most important socio-economic benefits are for the livestock industries to ensure they have better individual animal traceability which is pivotal in responding to emergency animal diseases and food safety incidents.

Shearwell has a strong history of supporting livestock producers with sponsorship of research and development, shows and competitions and producer groups.

Local innovative solutions

Individual identification of sheep and goats will enable producers to better monitor and use data to make more informed management and marketing decisions by digitising data collection. This makes for less data errors and efficiencies in collecting and analysing data and its conversion into information.

There will be greater opportunities for local sheep handling equipment makers and on-farm innovation to make the scanning, collection of trait data and handling of livestock more efficient.

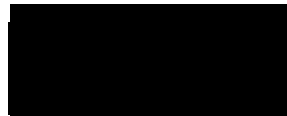
Completed and endorsed

Dean Bellingham, General Manager

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Shearwell Australia

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15/04/2024

*A Tasmanian SME is a Tasmanian business employing less than 200 people