Tagging the Future

The ABRI has signed off on one of the biggest strategic alliances in its history, that is expected to create a major business opportunity through the development and global marketing of a new electronic animal identification tag, matching readers and software.

The new tag, expected to revolutionise animal traceability for food safety purposes, can transmit information at 100 times the speed of conventional tags at less cost and can store up to 10 A4 pages of information.

The strategic alliance will result in ABRI and PrimaryLink™, the agricultural business unit of Infineon Technologies Australia Pty Ltd, combining their resources of advanced software and radio frequency identification systems (RFID).

Field trials of Infineon’s 13.56MHz-based electronic tag with read and write capacity are well advanced. The Infineon Tag is expected to supersede the current RFID system which is read only. This will create a challenge for the National Livestock Identification Scheme (NLIS) in how to handle such a major technology upgrade for the benefit of the Australian beef industry.

The project is backed by a giant in the electronics industry. Infineon Technologies AG, based in Germany, is the world’s number one security and smart card chip manufacturer with over 35,000 employees and over seven billion Euro in annual revenue.

Based on this leading competence, Infineon has created an innovative new global business unit called PrimaryLink™, based in Melbourne, to develop solutions for the exponentially growing market of livestock identification and data management in association with ABRI. The parties believe that food safety is emerging as the number one issue in livestock production. Livestock producers globally will require access to low cost and functional systems of livestock identification and traceability that underpin supply management and food quality assurance. This joint venture will deliver that outcome in a way that meets the needs of producers, consumers and government agencies - and importantly, this global initiative is being driven out of Australia.

Over the last three years ABRI has invested over $2 Million in new software for breed associations and commercial producers. Linking this software to the world’s most advanced livestock identification system is expected to give ABRI an unassailable lead in the global market for innovative livestock recording systems.

Arthur Rickards
Managing Director, ABRI

Mark Walsh, Infineon Technologies Australia
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