



STOCKBRANDS



29 April 2025

Dear Valued Customer,

As you may be aware, Stockbrands has been a proud manufacturer of Sidney and Strong sheep tags and applicators for farming communities across Australia for over six decades. Throughout this journey, we've been privileged to work alongside dedicated farmers who share our commitment to quality and innovation.

After careful consideration and strategic review, we have made the difficult decision to exit the Animal Tagging market in Australia, effective 1st June 2025.

This decision has not been made lightly and follows significant market changes, particularly the nationwide mandate implemented on 1st January 2025. This mandate requires all sheep and goats born after this date to be tagged with electronic identification (eID) devices before leaving their property of birth, as part of the National Livestock Identification System (NLIS).

For Stockbrands to continue serving this sector with the quality and reliability you've come to expect from us, we would require significant additional investment with uncertain returns, making it commercially unviable.

We understand this change may affect your operations. For information about final order opportunities before our exit date, please contact our team. We're available to discuss your specific product requirements should you wish to make any purchases.

On behalf of everyone at Stockbrands, I would like to thank you for your continued support and loyalty throughout the years. You have been an incredibly important part of our journey, and we are grateful for the trust you've placed in our products.

If you have any questions or would like to discuss this transition further, please don't hesitate to contact us via sales@stockbrands.com.au.

Sincerely,

Darren Robinson
Managing Director



Proudly
manufacturing in
Australia since
1968

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