

Digital Angel provides S. Africa herd tags

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A subsidiary of Digital Angel has signed a distribution deal for electronic livestock tagging devices in South Africa.

Daploma International, a Danish unit of U.S.-based Digital Angel, signed an exclusive three-year deal with IdAfrica for electronic RFID (radio frequency identification) ear tags that will help keep track of millions of animals in the southern Africa region.

Digital Angel President Kevin McGrath said Wednesday that the African market looks poised for a boom in identification technology as global competition for livestock exports increases and importers demand better tracking of animals.

"We believe more stringent tagging demands will soon fall upon African ranchers so it is very important for us to get a foothold in the African continent now and be represented and known in the local industry as the tagging market begins to take off," McGrath said in a news release.

The distribution agreement calls for a minimum order of 2 million ear tags that will be sold into the South Africa sheep and cattle markets and can also be sold by IdAfrica on a non-exclusive basis in neighboring countries.

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