

Media Release

The Hon Ros Spence MP

Minister for Agriculture

Minister for Treaty and First Peoples

Minister for Community Sport

Minister for Carers and Volunteers



Wednesday, 18 February 2026

FIRST VIRTUAL FENCING PRODUCT APPROVED FOR USE

Labor is making it easier and safer for farmers to raise cattle with the first approved virtual fencing technology.

Minister for Agriculture Ros Spence announced that the Halter's P5 electronic collar system is the first to be approved in Victoria for virtual fencing.

This technology will help farmers to save on the cost of building and maintaining cattle fencing through smart, real-time technology.

We've heard from many farmers using various forms of virtual fencing, and it was clear that the technology made a significant difference to the health of their stock, their pastures and their workloads.

Halter's P5 system features a collar connected to an app, allowing farmers to virtually fence, move and monitor wellbeing of their cows while receiving real-time insights into animal health and pasture conditions.

Farmers can virtually fence around waterways and sensitive land or vegetation, while still allowing native animals to access them, promoting faster pasture recovery, healthier riparian zones and reduced reliance on fertiliser.

The technology has been approved following rigorous animal welfare testing at the Ellinbank SmartFarm.

This will create over 70 new jobs, working directly with cattle farmers to install this technology.

Approvals are reliant on accurate record keeping and reporting, use of approved technology, training provided by the manufacturer, maintaining physical boundary fences or barriers and ensuring collars are checked regularly.

This technology is now available for purchase, with other Victorian manufacturers encouraged to apply so that more virtual fencing technology can be approved. A second application is currently being considered.

Electronic collars for livestock species other than cattle can only be used when a scientific licence has been granted under the POCTA Act, and the use is approved by an Animal Ethics Committees.

Quotes attributable to Minister for Agriculture Ros Spence

"We're making it easier for farmers to care for their herds and to deliver high quality beef and dairy produce to Victorian families."

"This is approval makes sure Victorian farmers have access to the latest innovative technology."

Quotes attributable to Craig Piggott, CEO and Founder of Halter

"This is an exciting day for Victorian farmers, who can now access world-leading virtual fencing and herding technology for dairy and beef."

"We're really grateful to Minister Spence and the Victorian Government. This is obviously an exciting change, and I think this shows their support of agriculture and the sector – so we're excited to get going."

Media contact: Pam Kiriakidis 0472 725 548 | pam.kiriakidis@minstaff.vic.gov.au