OUTLOOK FOR LIVESTOCK AND POULTRY

CANADA'S EXPERIENCE WITH CATTLE IDENTIFICATION

Brad Wildeman
Chairman
Canadian Cattle Identification Agency
Canadian Experience with Animal Identification
Why ID?

- Increase consumer confidence
  - food safety
  - animal health
- Ensure market access
  - international recognition
  - increase exports
  - avoid trade barriers
- Remain competitive
  - other species
  - other countries
In the Beginning…

Now….
Why ID Our Cattle??

Canadian veterinarians witness farm devastation

By Alan Freeman, LUNA

After three weeks in the field, the battle against foot-and-mouth disease, Canadian veterinarians are still coming to terms with the devastation that the infection has wrought on British agriculture.

"It's terrifying to see this disease do so much damage in such a short period of time," Dr. Vallières said.

Outbreak brings back sad images

Retired Calgarian lost to foot-and-mouth

Farmers still struggling to recover from devastating disease

BORDER SHUT ON EUROPE FARM TRADE

Ottawa launches international effort to contain foot-and-mouth disease with import ban

Disease risks trouble ranchers

Epidemic would imperil beef industry in Alberta

Mad cow disease on federal agenda

Mad-cow worries common

While a majority of Canadians have faith in food inspection agency, 46 per cent believe disease will make its way here.

Irish agriculture representative surveys slaughtered livestock with foot-and-mouth disease Monday on a farm near Arboe in County Tyrone, Northern Ireland.
Foot & Mouth Disease - Status based on recorded outbreaks 1996-2000 & current OIE classification

- Officially Free
- Probably Free
- Historically free but incursion during 1996-2000*
- No Reports
- Sporadic
- Free with infected zones
- Endemic

*The time required to regain recognition of freedom is dependent on the treatment of the incursion. Japan used a policy of stamping-out without vaccination. Mongolia, South Korea & Taiwan used a policy of stamping-out with vaccination.

Spatial Information Research Centre, University of Otago 2000
The Canadian ID System

- National acceptance/commitment/Industry Buy-In
- National Standards/platform
- Industry driven/Market Neutral
- Cost-effective
- User-friendly/Practical/Simple
- Secure
- Shared Industry/Government Responsibilities
- International recognition
- Mandatory under the Health of Animals Act
- Flexible for the future
The Role of the Cattle Producer
2. CCIA Information System

- The CCIA system is a modern, flexible, robust and high-capacity WEB-based technology database that utilizes Oracle and Java.
- The system is run on a highly scalable totally redundant (fail-safe) Sun Unix architecture.
CCIA ID Traceback System

Official Implementation of the Canadian Cattle Identification Program
July 1, 2002

To obtain details on the program please visit
http://www.canacaid.ca

Main Menu

Welcome CANADIAN CATTLE IDENTIFICATION AGENCY

- Contact Information
- Tag Number Information
- Premise Information
- Tag History
- Allocate to Tag Manufacturers
- Assign Tags to Distributors
- Issue Tags to Producers
- Distribute Tags to Distributors
- Tag Number Cross Reference
- Replace Tag Numbers
- Retire Tag Numbers
- Return Tags
- Inventory Details
- File Upload Details
- Transfer a Data File to CCIA
- Auditor Menu
- Administration Menu
- Send Comments/Feedback

CCIA Home Page
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3. Technology
4. Legislation/ Regulation

The Federal Health of Animals Act - Section 64. (1) (y) provides for:

“A National Identification System for animals for the purpose of determining the presence of and controlling or eradicating animal disease”

- National ID Regulations
- Compliance and Enforcement Strategy Document
Compliance vs Enforcement

National Working Group
Mandate - plan enforcement delivery
- monitor compliance
- deliver enforcement plan

Prior to July 1, 2002
Education and Information
Notice of non-compliance (warnings)

After July 1, 2002
Fines issued for non-compliance
Administrative Monetary Penalty Program (AMPS)
5. Communication

- Work in partnership with all livestock organizations across the country - Involve all sectors
- Define specific industry/government roles and responsibilities.
- Develop National communication strategy - i.e. network of designated speakers
Achievements

- Full implementation - July 01, 2002
- 30 successful animal health and food safety tracebacks
- 24 million unique numbers allocated, 18 million distributed, 14 million issued
- Industry sustainable/surplus
- All sectors and species working together
- Additional value-added services available
- Increased international recognition
CCIA Strategy

Future Opportunities...

- Other species
- Other countries
- Source Verification
  - Process Verification - added value
- GIS and GPS enhancements
- Increased International Recognition
Canadian Beef and Cattle Exports

Source: Statistics Canada, CanFax
CCIA is only the vehicle for other industry initiatives

- Source Verification
- Herd management systems
- Genetic improvement
- On farm food safety verification through “Quality Starts Here” program
- New product development
- Increasing international markets through CBEF
- Increased domestic demand through BIC
To Consider...

- In the event of an animal health or food safety problem it is imperative to have an affordable and effective traceback system in place.
- Animal health traceback systems in other international countries would aid in the control and elimination of Foreign animal disease.
- Unique national lifetime identification is the “missing link” that will provide the infrastructure for improved quality...information exchange and value-added opportunities.
- The competition for beef in North America is from other meat proteins and we must work together to produce the highest quality, safest, most cost effective product available globally.
- The Canadian “model” can be duplicated and modified to meet the needs of countries who are dedicated to maintaining the health of their herd and viability of their industry.
Producing Food for the World

For more information please contact:

- **CCIA**
- Phone 1-877-909-BEEF (2333)
- Fax (403) 275-1668
- Website: [www.cattle.ca/ccia](http://www.cattle.ca/ccia)

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