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U.S Department of Agriculture
Agricultural Outlook Forum 2003

February 20 & 21, 2003

OUTLOOK FOR LIVESTOCK AND POULTRY
CANADA'S EXPERIENCE WITH CATTLE IDENTIFICATION

Brad Wildeman
Chairman
Canadian Cattle Identification Agency

Canadian Experience with Animal Identification



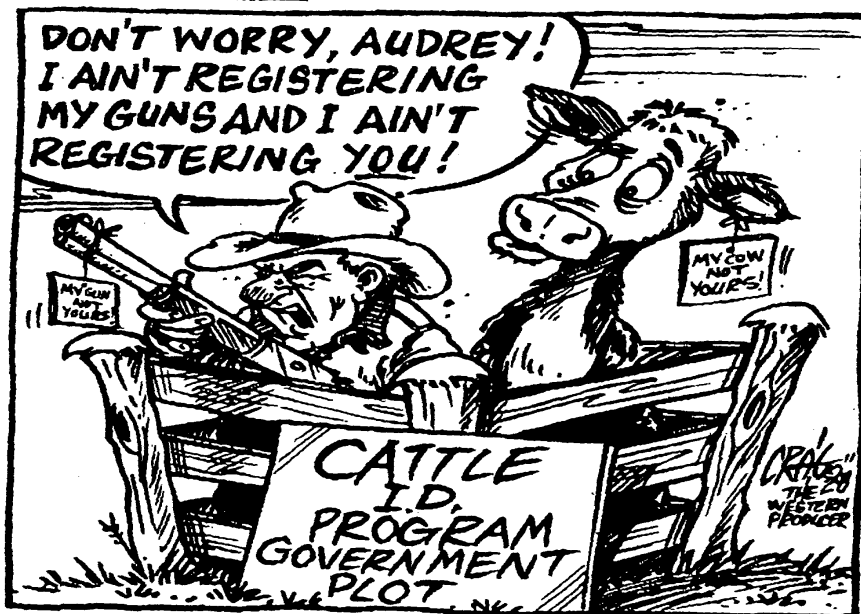


Why ID?

- **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....

The Western Producer August 23, 2001

CANADIAN CATTLEMEN'S ASSOCIATION

Ear tags now applauded

By Barry Wilson
Ottawa Bureau

CHARLOTTETOWN, P.E.I.— When the Canadian Cattlemen's Association met last summer, the plan to require ear tags was controversial and its defenders under siege.

"There were meetings I went to when I wondered if I was going to get punched out," said Charlie Gracey, former CCA general manager who was involved in writing a business plan for the Canadian Cattle Identification Agency and selling the merits of the tagging.

This year, in the wake of mad cow scares, foot-and-mouth panics and a growing government and consumer emphasis on food safety and traceability, a CCA discussion

about cattle identification went off without a word of criticism.

"It is great to hear so much support for the program and its potential," said Julie Stitt, who manages the ID agency.

Calm customer fear

From producers and feedlot operators to packers, the message was that the cattle identification program is an essential tool for an industry looking for market acceptance.

"Quality assurance is replacing price as the main consumer issue," said Paul Shadbolt of Better Beef Ltd.

Increasingly, customers want to know how and where the food was produced,

"who has done what to whom and how can we prove it."

Greg Conn of Innisfail, Alta., chair of the Alberta Cattle Commission, said a recent trade trip to Japan convinced him the traditional claims of a good product because of Alberta production methods and federal inspection are no longer good enough for buyers.

"What the world is asking is 'do we have the data to back that claim up?'" he said.

The tracing made possible by the ear tags, along with the record-keeping it inspires, are the ticket for the industry to keep up to that market demand, speakers said.

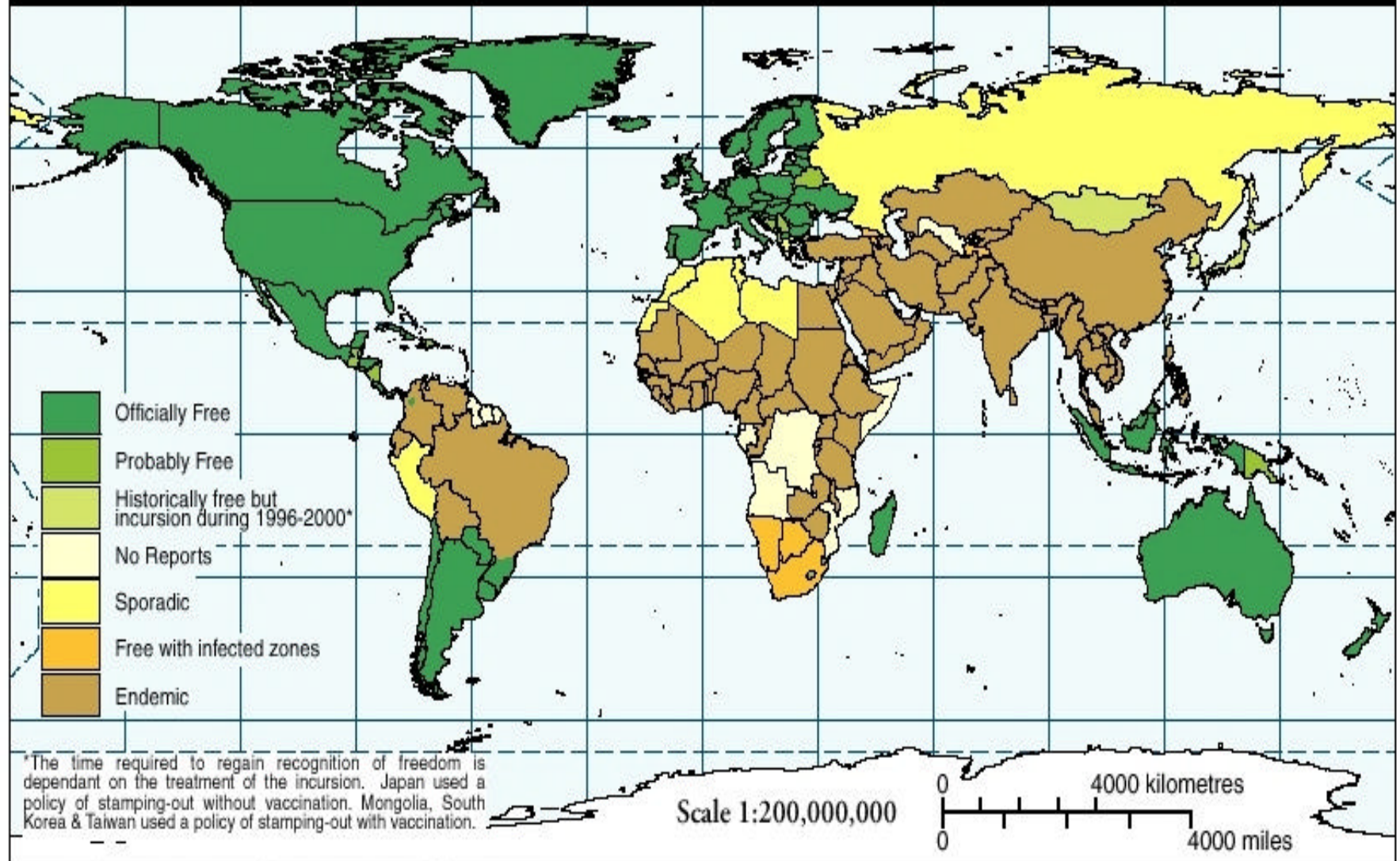
The tagging system took effect July 1 and Stitt said compliance rates have soared. Full compliance, which is defined as at least

cca
CANADIAN
CATTLEMEN'S
ASSOCIATION



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



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

CCIA Traceback System - Microsoft Internet Explorer


File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Media Print Mail News RSS Feeds

Address <https://www2.ccia.qcdata.com/CCIA/Login01a> Go Links

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CCIA Traceback System



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

To obtain details on the program please visit
<http://www.canadaid.ca>

Main Menu



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Start | Internet | 4:13 PM

Tag History



Tag History

Enter the CCIA Tag Number
OR Tag Number Cross Reference.

Tag Number

Enter a tag number and/or ranges separated by commas.
For example: 290000000 or 290000000 - 290000000

[MAIN MENU](#)

Copyright [Canadian Cattle Identification Agency](#) 1999

Tag History			
History Details			
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By:		Event Source:	UnDeterminable
Uploaded:	January 19, 2001	Remark Type:	<input type="button" value="Edit"/>
Remark:			
Tag:	295375676	Date:	March 2, 2001
Activity:	DISTRIBUTED ALLFLEX USA, INC. (130298)	To:	KANE VETERINARY SUPPLIES (135150)
By:		Event Source:	UnDeterminable
Uploaded:	March 6, 2001	Remark Type:	<input type="button" value="Edit"/>
Remark:			
Tag:	295375676	Date:	March 14, 2001
Activity:	DISTRIBUTED KANE VETERINARY SUPPLIES (135150)	To:	UFA CALGARY (135187)
By:		Event Source:	UnDeterminable
Uploaded:	March 15, 2001	Remark Type:	<input type="button" value="Edit"/>
Remark:			
Tag:	295375676	Date:	April 10, 2001
Activity:	ISSUED UFA CALGARY (135187)	To:	A1 RANCH LTD. (155555)
By:		Event Source:	UnDeterminable
Uploaded:	April 10, 2001	Remark Type:	<input type="button" value="Edit"/>
Remark:	T2G 2L2		
Tag:	295375676	Date:	July 6, 2002
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By:		Event Source:	100691_20020706_01.act
Uploaded:	July 15, 2002	Remark Type:	<input type="button" value="Edit"/>
Remark:			

[MAIN MENU](#)

3. Technology

ALLFLEX



DESTRON FEARING



DESTRON FEARING-SNAP TAG

DAKOTA

KETCHUM



LEADER

RAM-BULL CANTAG

TEMPLE HERDSMAN



Y-TEX

ZEE TAGS









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



Canadian Food
Inspection Agency

Agence canadienne
d'inspection des aliments

- **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





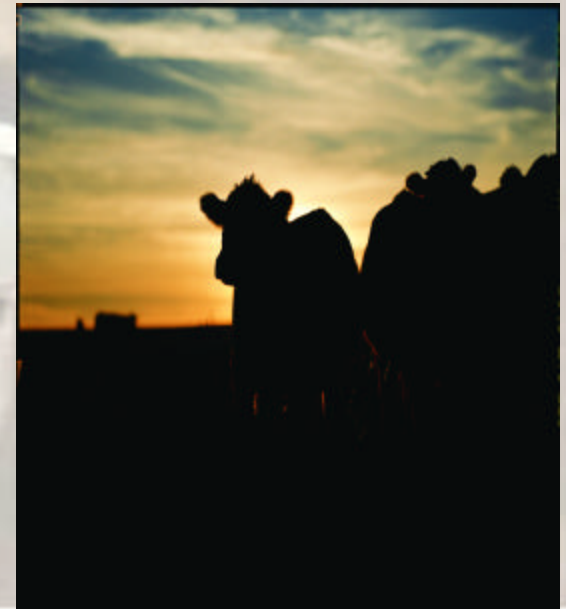
Achievements

- Full implementation
- July 01, 2002
- 30 successful animal health and foodsafety 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

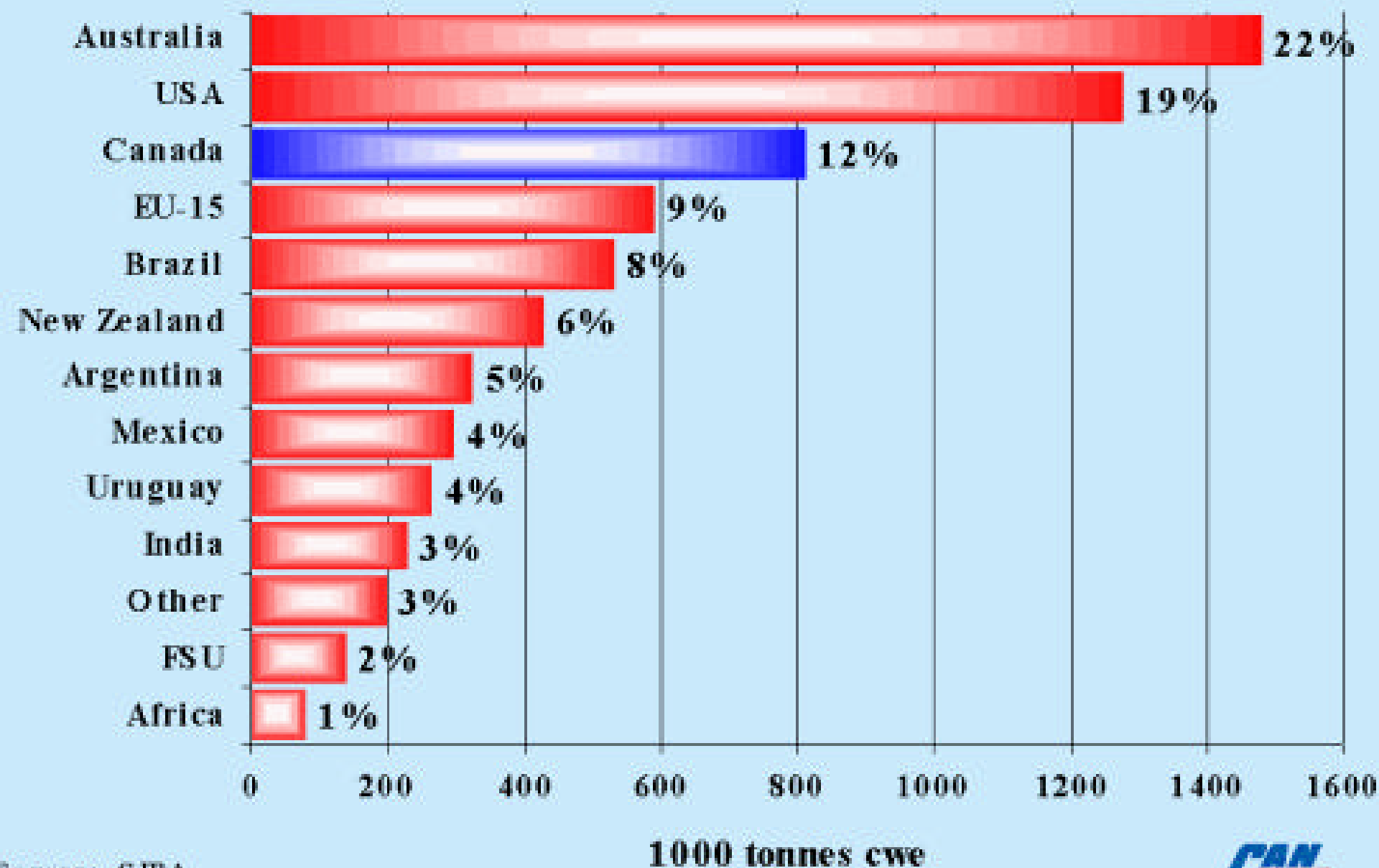
CCIA Strategy

Future Opportunities...

- ✓ Other species
Other countries
- ✓ Source Verification
Process Verification
- added value
- ✓ GIS and GPS
enhancements
- ✓ Increased International
Recognition

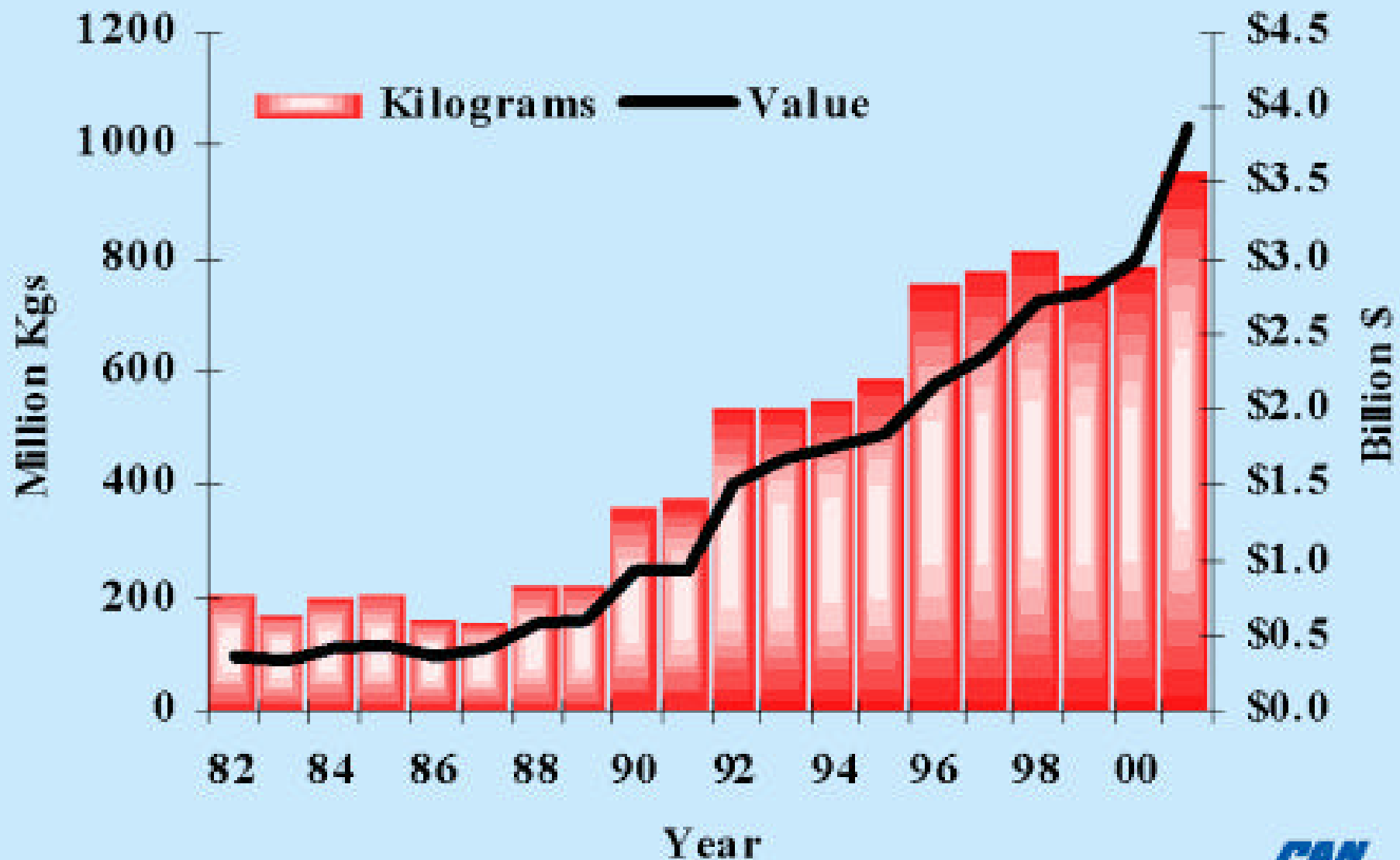


World Beef & Cattle Exporters - 2000



Source: GIRA

Canadian Beef and Cattle Exports

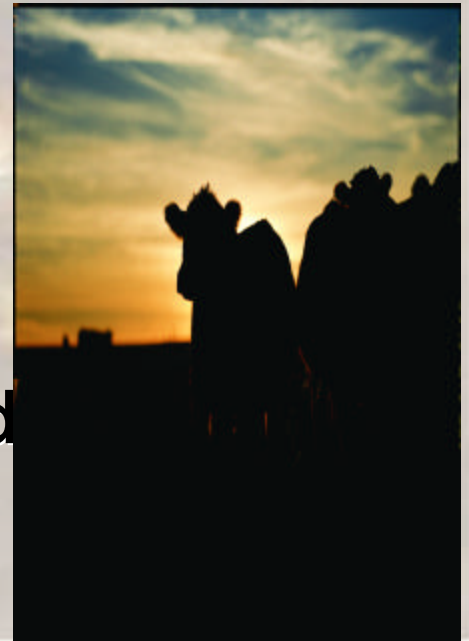


Source: Statistics Canada, CanFax



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
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