



AgEcon SEARCH
RESEARCH IN AGRICULTURAL & APPLIED ECONOMICS

The World's Largest Open Access Agricultural & Applied Economics Digital Library

This document is discoverable and free to researchers across the globe due to the work of AgEcon Search.

Help ensure our sustainability.

Give to AgEcon Search

AgEcon Search

<http://ageconsearch.umn.edu>

aesearch@umn.edu

*Papers downloaded from **AgEcon Search** may be used for non-commercial purposes and personal study only. No other use, including posting to another Internet site, is permitted without permission from the copyright owner (not AgEcon Search), or as allowed under the provisions of Fair Use, U.S. Copyright Act, Title 17 U.S.C.*

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

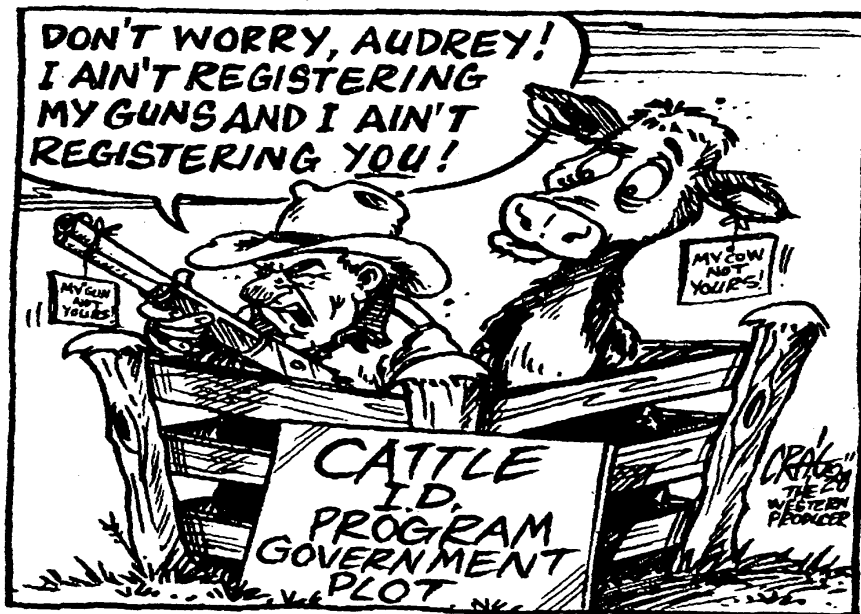


Why ID?

- **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, N.E.L.— 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 Innesfail, 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



CANADIAN CATTLEMEN'S ASSOCIATION



Why ID Our Cattle???

Canadian veterinarians witness farm devastation

BY ALAN FREEMAN, LONDON

After three weeks in the front lines of the battle against foot-and-mouth disease, Quebec veterinarian André Vallières is still coming to terms with the devastation that the infection has wrought on British agriculture.

"It's terrifying to see this virus do so much damage in such a short period of time," Dr. Vallières told reporters yesterday. He has good reason.



A pair of lambs nestle together yesterday before being rounded up for slaughter as England attempts to control foot-and-mouth disease.

Food-safety poll
A survey of 1,000 Canadians found that 75 per cent of respondents believe that the government should do more to ensure food safety.
A poll conducted about the safety of food in the U.S.
Age group: 18-24 25-34 35-44 45-54 55-64 65-74 75+
Gender: Male Female
Income: Under \$10,000 \$10,000-\$24,999 \$25,000-\$49,999 \$50,000-\$74,999 \$75,000-\$99,999 \$100,000+



Mad-cow worries common

While majority of Canadians have faith in food-inspection agency, 50 per cent believe disease will make its way here

"People are becoming a lot more concerned about mad cow disease. It's a scary disease that could affect us through beef."

Mad cow disease on federal agenda

Disease risks trouble ranchers

Epidemic would imperil beef industry in Alberta

Outbreak brings back sad images

Retired Calgarian lost it all to foot-and-mouth

SCOTT CHAPMAN, CALGARY

Recent news reports of foot-and-mouth disease outbreaks in Canada have brought back to mind the tragedy that befell a Calgary man who lost everything he had built up in the city.

"It was a terrible loss for me and my family. I had spent my entire life building up a business in Calgary, and it was all gone in a matter of days. It's a sad reminder of how quickly things can change."



BCMP officers first saw a pig resembling the farmer's daily calls after a 2002 foot-and-mouth outbreak in the province. They were the outbreak of foot-and-mouth disease was discovered in the province of Ontario in 2001. It spread to the province of Quebec in 2002. The outbreak was caused by a pig and a sheep that had been imported from the United States. The outbreak was caused by a pig and a sheep that had been imported from the United States. The outbreak was caused by a pig and a sheep that had been imported from the United States.

BORDER SHUT ON EUROPE FARM TRADE

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

The Canadian government has announced that it will ban the import of fresh meat and other animal products from Europe. This is a response to the outbreak of foot-and-mouth disease in Europe. The ban will take effect immediately and will last for at least six months.

Farmers 'falling into the abyss'

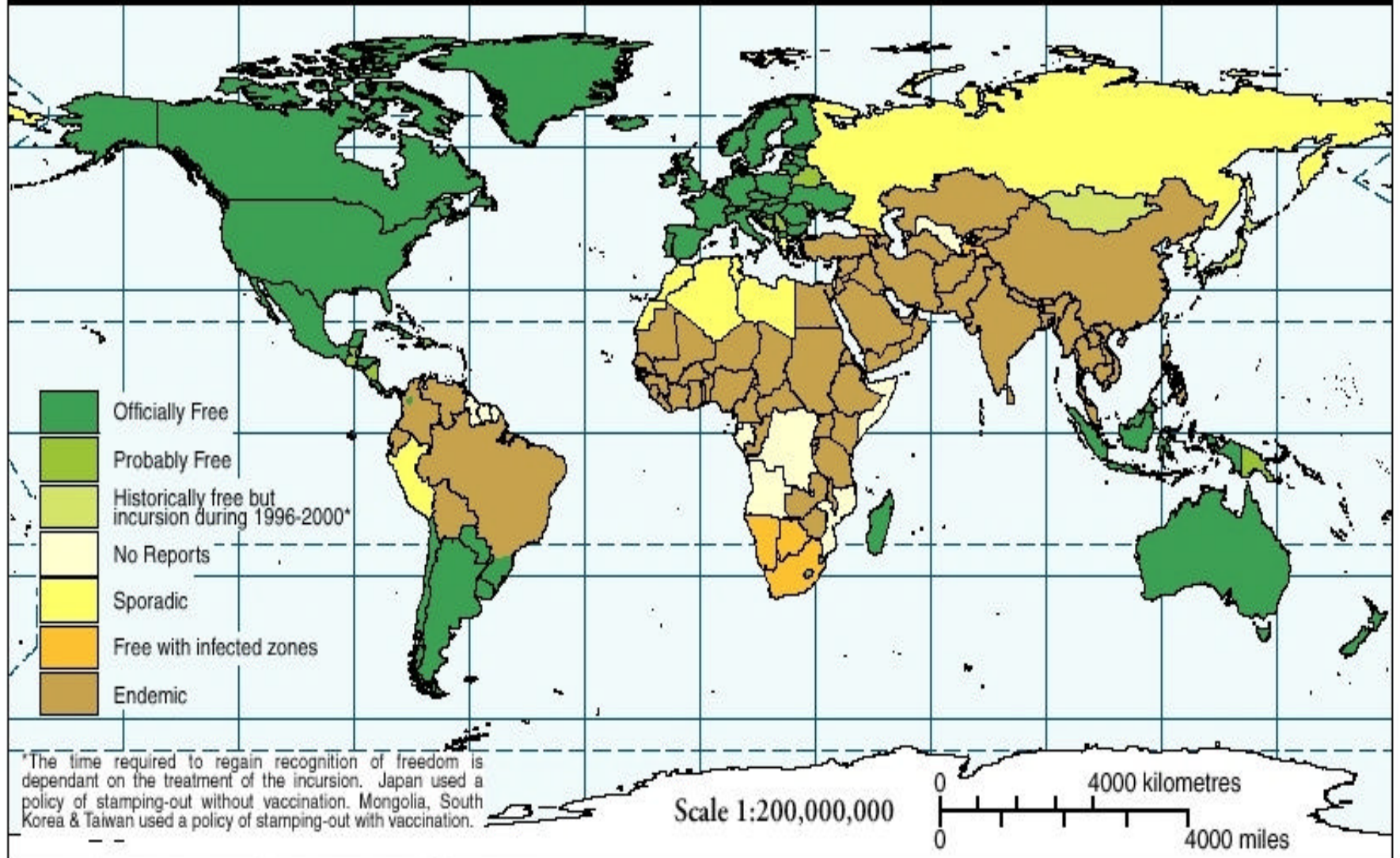
In prevent suicide, some are asked to hand in their guns

The British government has announced that it will ask farmers to hand in their guns. This is a response to the outbreak of foot-and-mouth disease in the United Kingdom. The government is concerned that farmers might use their guns for suicide in the face of the economic hardship caused by the disease.



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 Copy Paste

Address <https://ww2.ccia.qcdata.com/CCIA/Login01a> Go Links

pin:130316,ver


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

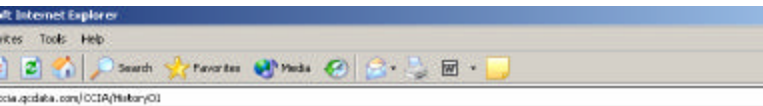


- [Contact Information](#)
- [Tag Number Information](#)
- [Premise Information](#)
- [Tag History](#)
- [Allocate to Tag Manufacturers](#)
- [Assign Tags to Distributors](#)
- [Issue Tags to Producers](#)
- [Distribute Tags to Distributors](#)
- [Tag Number Cross Reference](#)
- [Replace Tag Numbers](#)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

CCIA Home Page CCIA Home Page

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: 200000000 or 200000000 - 200000000

[MAIN MENU](#)

Copyright [Canadian Cattle Identification Agency](#) 1999

Tag History			
History Details			
Tag:	295375676	Date:	January 19, 2001
Activity:	ALLOCATED CANADIAN CATTLE IDENTIFICATION AGENCY (130338)	To:	ALLFLEX USA, INC. (130298)
By:		Event Source:	UnDeterminable
Uploaded:	January 19, 2001	Remark Type:	
Remark:			<input type="button" value="Edit"/>
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:	
Remark:			<input type="button" value="Edit"/>
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:	
Remark:			<input type="button" value="Edit"/>
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:	
Remark:	T2G 2L2		<input type="button" value="Edit"/>
Tag:	295375676	Date:	July 6, 2002
Activity:	RETIRED CARGILL FOODS (100691)	To:	CARGILL FOODS (100691)
By:		Event Source:	100691_20020706_01.act
Uploaded:	July 15, 2002	Remark Type:	
Remark:			<input type="button" value="Edit"/>

[MAIN MENU](#)

3. Technology

ALLFLEX



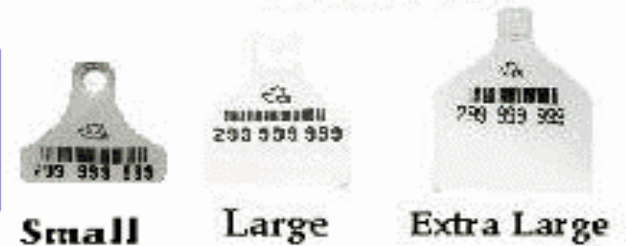
DESTRON FEARING



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

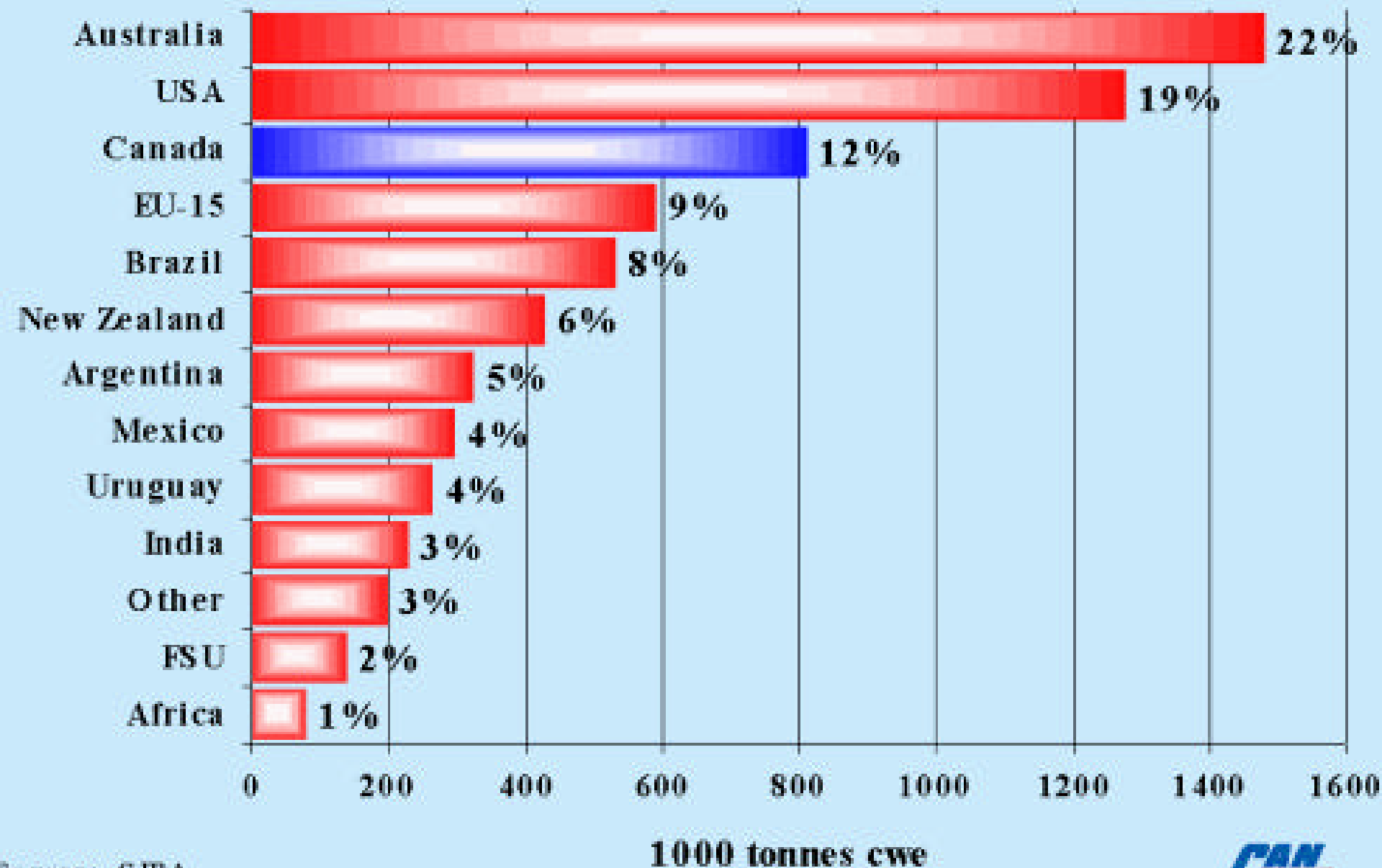
CCIA Strategy

Future Opportunities...

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



World Beef & Cattle Exporters - 2000

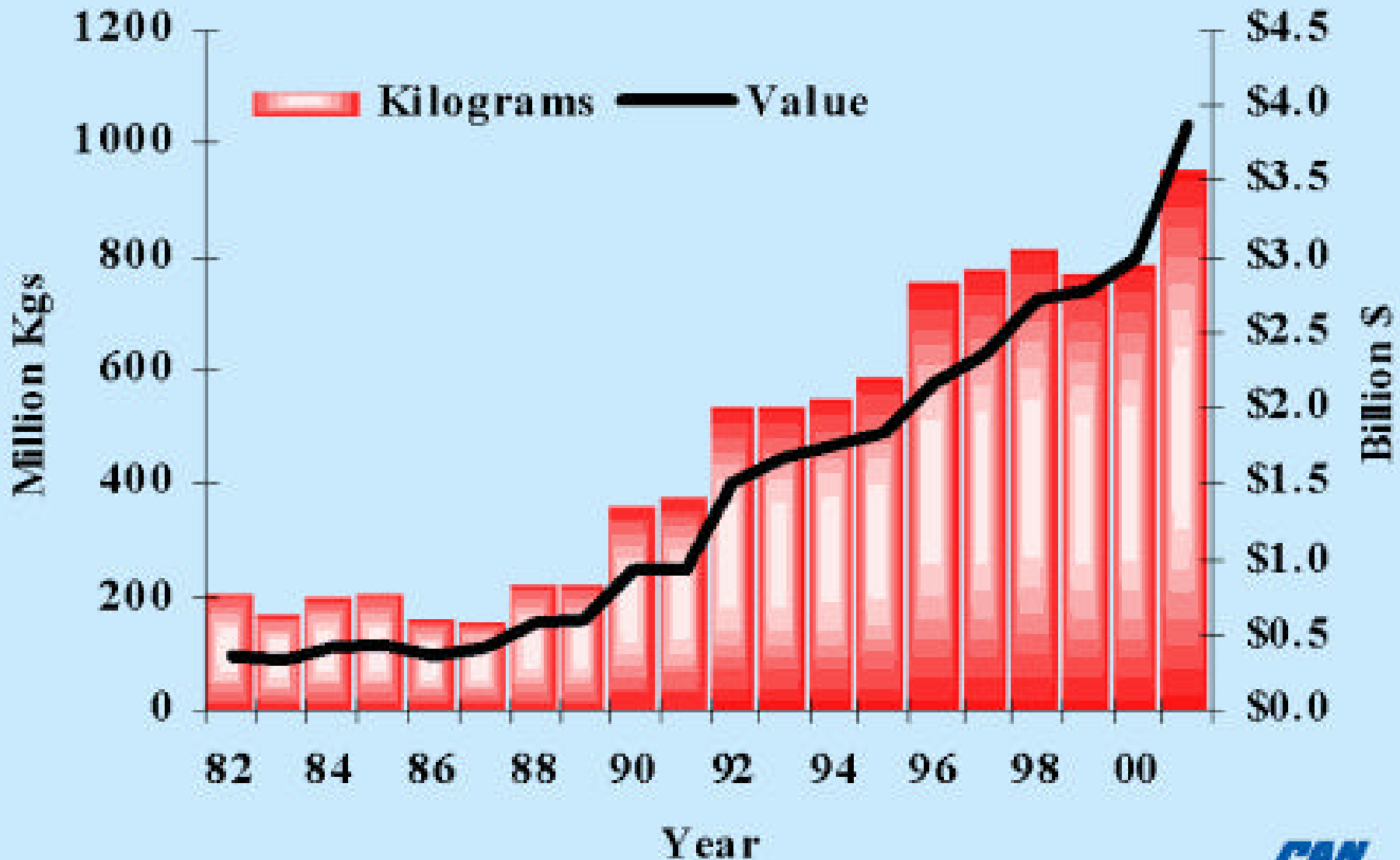


Source: GIRA

1000 tonnes cwe

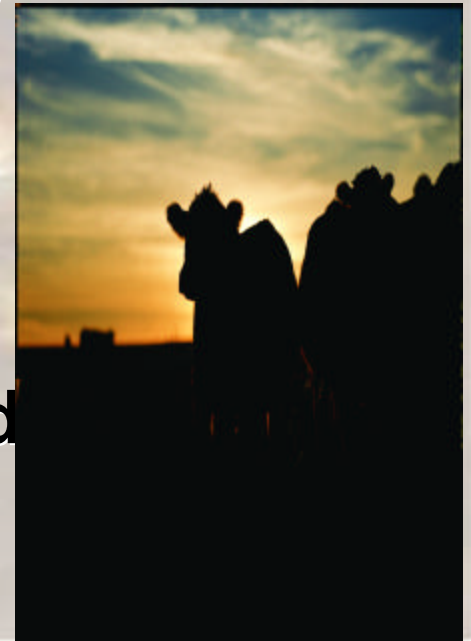


Canadian Beef and Cattle Exports



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

- © 2001 Canadian Cattle Identification Agency
- All material in this presentation is the property of the Canadian Cattle Identification Agency Inc.

