



CCIA NEWS

CANADIAN • CATTLE • IDENTIFICATION • AGENCY

WINTER 2005

HAPPY NEW YEAR FROM THE CCIA TEAM!



L to R: Chris, Teresa, Jen, Tristan, Megan, Julie, Nadine, Leona

A MESSAGE FROM CCIA CHAIRMAN MABEL HAMILTON

In these disastrous times, survival is the priority for producers and to ask them to focus on the future is difficult. Therefore the Board of Directors of the CCIA understands the need to make decisions based on common sense in order to focus on what is best for the industry long-term.

Naturally people worry when there is change, but some of the angst is unfounded. For example, when RFID came into effect as of January 2005, cattle that are already identified with a bar-coded

tag will not have to be re-tagged. Also, there is not a desire to go towards a passport system that is currently in use in Europe. In fact, using RFID requires no extra paperwork for producers, but it does provide a form of animal tracking that is very efficient and one of the best in the world.

On our operation, we have used the electronic buttons or RFID for the last 3 years. We have been very happy with the retention and are excited about the value added benefits that will come with using RFID.

On behalf of the Board, I want to thank producers for the high rate of compliance that we have seen across Canada. We have a very simple but effective trace back system and CCIA will continue to focus on what is important for the industry.

REMINDER:

The CCIA encourages all producers to replace lost tags at every possible intervention.

WEBSITE TO INCREASE AGE VERIFICATION PARTICIPATION

The Canadian Cattle Identification Agency has enhanced their Internet-based Cattle Tracking System to now support individual producer log-ins. Canadian cattle producers can now register and submit information such as birth dates on a voluntary basis by logging on to www.clia.livestockid.ca/producer.

Canada's international trading partners are proposing age verification information as a pre-requisite for export. "The need to associate birth date with ear tag numbers has been identified as a priority", said Julie Stitt, Executive Director of the CCIA. By registering on-line, and submitting information such as birthdates, producers are advancing their capability to compete in international markets.

"We are in the fortunate position of having a national cattle identification system that is in place, that has proven itself and that can be enhanced to meet Japan's requirement for age verification", says Ben Thorlakson, Chairman of the Canada Beef Export Federation. "This capability is vital to regaining access to his important market for Canadian beef".

There are many benefits to submitting birth date information over the new website including potential for an increase in shares of domestic and international markets.

This new site will also provide producers the opportunity to obtain regular program updates, current industry news and the ability to submit feedback to the CCIA. All information will meet the requirements for security, confidentiality, verification and auditing.

DID YOU KNOW?

You can still submit your 2004 birth date information. By registering on line at www.clia.livestockid.ca/producer, you can submit last years calving information.



MOVE TO RFID TAGS COMMENCES JANUARY 1, 2005

With the phasing out of the familiar bar coded tags, the transition to Radio Frequency Identification Tags officially commenced on January 1, 2005. Although some of the familiar bar coded tags will still be available for purchase, the CCIA will be considering an end date to the grandfathering of these tags.

As of January 1, 2005, all new manufacturing of CCIA approved tags will be for RFID tags. Bar-Coded Tags will continue to be recognized for an undetermined period of time, however as of July 1, 2005 they will no longer be eligible for sale", said Chris Giffen, CCIA's Operations Manager.

The use of RFID tags in the Canadian Cattle Identification Program will assist the Canadian cattle industry with the automation of data collection and the ability to attain that information with a lessened chance of error. Chris Giffen adds, "CCIA approved tags will read through flesh and moisture-they'll read through mud, manure and other environmental contaminants without the required line of site as in the bar code technology".

Important Dates:

January 1, 2005- Move to RFID tags officially commenced
July 1, 2005- Bar coded tags will no longer be eligible for sale

The six RFID approved tags are:

- Allflex FDX
- Allflex HDX
- Destron Fearing etag FDX
- Nedap D40 Cattle Tag FDX
- Reyflex FDX
- Y-TEX TechStar II tag FDX

All six approved tags have the following attributes:

- A CCIA identification number unique to the individual animal
- CCIA Trademark (3/4 Maple Leaf and "CA" letters)
- Have conformed to all characteristics defined in the CCIA Standards, Procedures and Testing Document
- Have demonstrated excellent retention and readability characteristics

For more information regarding these tags please visit our website at www.canadaid.ca.



WHAT RFID TAG TRIAL PARTICIPANTS ARE SAYING ABOUT THE APPROVED TAGS:

"Very nice tags, easy to use, excellent staying power."

"We like the fact that these tags do not interfere with our other tags. They were easy to apply and we didn't observe any loss".

"We were very happy with these tags and would use them again without hesitation!"

CCIA RECOMMENDS ALL 2005 CALVES BE TAGGED WITH RFID TAGS

In order to better facilitate the transition to RFID technology, the CCIA recommends that all 2005 calves be tagged with one of the six CCIA approved RFID tags. On December 16, 2004 the CCIA Board of Directors motioned that, "Following the introduction of RFID as of January 1, 2005, CCIA will be considering a date for the end of grandfathering of bar coded tags." By tagging all 2005 calves with the new technology, producers are preparing for the possibility of an end date to the grandfathering of previous bar coded tags. The CCIA approved RFID tags are now available for sale from approved tag manufacturers, distributors and dealers. For more information regarding

these tags as well as verified reader information please visit our website www.canadaid.ca.

ATTENTION PACKERS!

A reminder to electronically submit all CCIA tag retirement information as of January 1, 2005. For more information please visit our website www.canadaid.ca or call us at 1-877-909-BEEF

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The Canadian Cattle Identification Program is an industry initiated and established trace back system designed for the containment and eradication of animal disease.