

Canadian Cattle Identification Agency



CCIA NEWS

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BOARD MEMBERS

Steve Primrose, Chair
Canadian Livestock Dealer's Association

Rick Wright, Vice Chair
Livestock Marketing Association
of Canada

Terry Kremeniuk, Finance Chair
Canadian Bison Association

Dan Darling, Director at Large
Canadian Cattlemen's Association

Darcy Eddleston, Director at Large
Alberta Beef Producers

Jack de Boer
Alberta Cattle Feeders

Joe Bouchard
Manitoba Cattle Producers Association

Dr. Pat Burrage
Canadian Veterinary Medical Association

Glenn Cherry
National Livestock ID for Dairy

Mac Cole
Canadian Meat Council

Art Devick
British Columbia Cattlemen's Association

Gib Drury
Quebec Cattle Producers'
Federation (FPBQ)

Mark Elford
Saskatchewan Stock Growers Association

Bob Gordanier
Ontario Cattlemen's Association

Gord Hardy
Canadian Cattlemen's Association

Pat Hayes
Canadian Cattlemen's Association

Sherri Marthaller
Canadian Meat Council



MOVING FORWARD ON TRACEABILITY

Ending the Dangle Tag – The Canadian Cattle Identification Agency (CCIA) is reminding producers that as of January 1, 2010 ALL cattle must be tagged with an approved CCIA Radio Frequency Identification (RFID) tag.

“It is important that we implement RFID technology across the board, as this will enable us to move forward on traceability. Of the three pillars of traceability, we have achieved animal identification. Once we have completed the second pillar – premises identification – the industry will require RFID technology to support the reporting of animal movement,” states Steve Primrose, chair for CCIA and owner of Primrose Livestock Ltd.

RFID tags have been the only approved tags available to be issued for cattle

since Sept. 1, 2006. However, producers were allowed until Dec. 31, 2009 to phase out bar code tags for mature breeding stock and bulls.

Bar code tags already applied to an animal should be left in the animal's ear and a RFID tag must also be applied to that animal once bar code tags are no longer approved. The producers should cross-reference

If using individual calving dates (or if you are on dial up internet service), use a spreadsheet to submit your data.

the barcode tag with the new RFID tag in the Canadian Livestock Tracking System (CLTS). This is strongly recommended to ensure that the integrity of the traceability system is maintained. If producers need assistance to cross-reference the tags, they can call 1-877-909-BEEF (2333).

On the recommendation of CCIA, the Canadian Food Inspection Agency (CFIA) will de-list the bar code tags from the approved tag list effective on Jan. 1, 2010. As a result, after Dec. 31, 2009, producers must apply an RFID tag and should have cross-referenced the bar code with the new RFID tag in the CLTS.

The CFIA is responsible for enforcing the national identification requirements under the *Health of Animals Regulations*. Compliance is the goal and CFIA inspectors

regularly inspect cattle at various sites. National identification and traceability are important tools for disease management purposes and food safety problems. The CFIA is committed to ensure that the integrity of the national identification program is maintained through vigorous inspection for animals not bearing approved tags. CFIA will continue to enforce sections 176 and 177 which prohibit the sending, transportation or reception of a bovine animal without an approved tag.



NEW CCIA STAFF ADDITIONS



Commodity Identification Development and Investigation Coordinator

Paul Laronde is the newest addition to the Canadian Cattle Identification Agency (CCIA) team and joins as the Commodity Identification Development and Investigation Coordinator. Paul brings over 15 years of technical and management experience in animal health and animal identification. Paul's experience in animal identification includes visual, RFID, high frequency RFID, implantable microchips, reader technologies and DNA identification. Paul has worked for two major livestock identification

tag manufacturers as well as three of the largest tag distributors in Canada. Paul also worked as the Livestock Traceability Coordinator for the Ontario Ministry of Agriculture and Food, based in Guelph, ON.

"Working for a tag manufacturer, it is apparent that tag retention is a critical issue in the minds of producers and other stakeholders. Decreased retention rates jeopardize the entire system and costs producers time and money. Tag retention will be one of the key areas to review and identify problem areas. The new Tag Complaint Form will help in the collection of facts around tag retention complaints. The form will be the starting point for an investigation and hopefully some solutions. I have a good relationship with the tag manufacturers and look forward to working with them to identify solutions that will increase retention, preserve data and allow the system to work as designed. Tag retention is a function of many things including good management practices on the part of producers, good equipment design, proper use of tags and application tools, and common sense.

I have addressed many tag retention complaints working from the manufacturer's point of view. I look forward to working with all stakeholders as we work through the complex issues around animal identification and data collection."

On October 23, 2009 the Canadian Cattle Identification Agency (CCIA) successfully implemented enhancements to the Canadian Livestock Tracking System (CLTS). This upgrade was essential to address a variety of issues identified by the board, producer associations, producers and staff as being critical to commerce or system functionality.

While the system itself was successfully upgraded, there have been a few changes that will affect individual users. The following recommended updates and fixes were made to the CLTS:

Birth Date Validation – The process of age verification is now streamlined to prevent duplicate birth date events on the same tag. This also prevents the existence of a birth date event that occurs after any other event entered in the system for that tag.

Replaced Tag Event – A producer can now register a new event titled 'replaced' for a newly applied tag number in the event that a purchased animal's tag and/or tag number is not known. The 'replaced' event automatically indicates that the buyer did not originally own the animal.

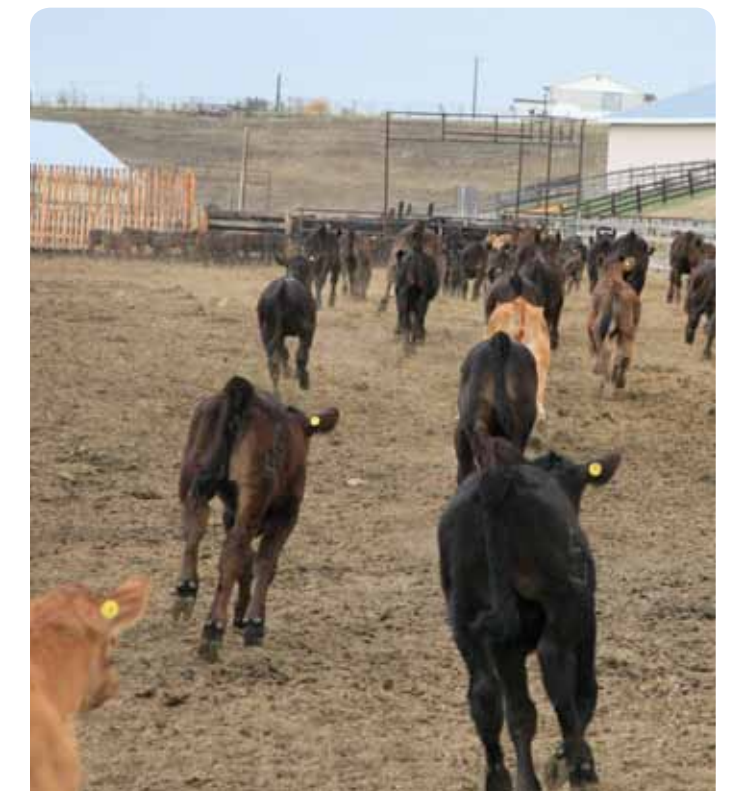
Breed Information on the Export Manifest – If a breed designation has been applied to a tag during the age verification process, that breed will now appear with the tag number on the export manifest.

Account Search Functionality – The search functions in the CLTS have been modified to continue to enable

commerce while respecting security and privacy obligations.

Animal Age Calculation by Calendar Month – The previous method of calculating the birth date of an animal was based on a thirty-day month. This has now been changed to meet CFIA analysis of month by calculating the birth date based on the calendar month.

We thank you for your patience as we continue to support the commercial interests and information needs of the agriculture industry and government.



GETTING TO KNOW CCIA BOARD MEMBERS

STEVE PRIMROSE owns



and operates a 4,000 head feedlot just outside Lethbridge, Alberta and ships live fat cattle into the U.S. on a weekly basis. Steve has partnered with Ralph Siemens to own and operate Primrose Livestock Sask Ltd. which is located

eight miles east of Swift Current and consists of a feedlot and an assembly yard. Steve has been involved on various government committees through the years becoming heavily involved following the discovery of BSE in May 2003. He was previously a board member of Alberta Beef Producers, is currently a director on the Alberta Livestock Dealers and Order Buyers Association and also represents the Canadian Cattle Dealers Association on the CCIA board. Steve has served on the board for the last 10 years and is currently finishing a three year term as chair of the CCIA.



AUCTION MARKET RESEARCH PROJECT

As of Sept. 1, 2009, the Canadian Cattle Identification Agency (CCIA) began the Auction Market Applied Research Project to determine the costs and benefits for full scale implementation of RFID systems in auction markets. There are 11 auction markets in the project – three of which will collect data from pre-existing systems and eight that will be using newly installed, commercially available systems. Participating markets across Canada include:

ONTARIO

Ontario Livestock Exchange – Waterloo, ON
(pre-existing systems)
Ontario Stockyards Inc. – Cookstown, ON
Ottawa Livestock Exchange – Greely, ON
(pre-existing systems)

MANITOBA

Ste Rose Auction Mart Ltd. – Ste Rose du Lac, MB
Gladstone Auction Mart Ltd. – Gladstone, MB
Winnipeg Livestock Sales – Winnipeg, MB
Killarney Auction Mart – Killarney, MB

SASKATCHEWAN

Saskatoon Livestock Sales – Saskatoon, SK
Whitewood Livestock Sales – Whitewood, SK
Spiritwood Livestock Sales – Spiritwood, SK

BRITISH COLUMBIA

BC Coop Livestock Sales – Kamloops, BC
(pre-existing systems)

For more information on the Auction Market Applied Research Project, please visit www.canadaid.ca.

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