

Canadian Cattle Identification Agency



CCIA NEWS

Fall 2010

www.canadaid.ca

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CCIA WELCOMES NEW GENERAL MANAGER



The Canadian Cattle Identification Agency and the board of directors are pleased to announce Brian Caney as the new General Manager. Brian is joining the organization with more than 30 years experience in the retail food service industry and is familiar with the beef supply chain and food safety issues.

He holds a bachelor of commerce degree from the University of Alberta and has effectively managed people in diverse environments. Brian is married and has three children and enjoys golfing, skiing and touring on his motorbike in his free time.

CCIA is confident that Brian will build strong relationships with industry and

governments across the country to collaboratively participate in traceability initiatives. Brian looks forward to taking on new challenges and providing leadership and coaching to the CCIA team.

Brian joins the current CCIA management team including:

Hina Thaker, Legal Counsel

Angelo Herat, Operations Manager

Bilal Kabalan, Information Technology Manager

Danielle Oberle, Communications Manager

Paul Laronde, Tag and Technology Manager

"Brian's background will serve as a firm foundation to drive the vision of the organization," says Darcy Eddleston, CCIA chair. "Building on the existing skill and expertise will help the CCIA remain a strong participant in traceability."

If you would like to welcome Brian, he can be reached through the CCIA main line at 403-275-2083 or at bcaney@canadaid.ca.

TIP: Tags are not to be sold or re-sold unless through an approved CCIA tag dealer. For example: Tags obtained through an estate auction.

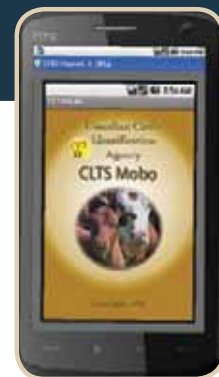
CANADIAN LIVESTOCK TRACKING SYSTEM GOES MOBILE

The Canadian Cattle Identification Agency (CCIA) is going mobile. The agency is bringing the Canadian Livestock Tracking System (CLTS) right to producers' smartphones and other handheld devices. The new CLTS MOBO application will allow producers in remote locations to have access to data right at their fingertips.

Although producers won't have the ability to add information or submit data into the system, they will have the ability to access and pull up account information such as tag numbers, transaction numbers, premises information,

animal information or birth certificates whether they're in the field, at an auction mart, or at the veterinarians office.

Currently, iPhones and other smartphones that run Android 1.6 or higher support the CLTS MOBO application and the CCIA is reviewing BlackBerry compatibility for the future. Users can download and install the CLTS MOBO application by visiting the iPhone App Store or the Android Market.



CLTS is Going Mobile
Access data in the palm of your hand with CLTS MOBO
Compatible with iPhones or other smartphones that run Android 1.6 or higher
www.clia.livestockid.ca www.canadaid.ca

Download this application by visiting the iPhone App Store and the Android Market

THE CCIA TAKES ONE MORE STEP IN BILINGUAL TRANSITION



The Canadian Cattle Identification Agency has announced the launch of a fully bilingual Canadian Livestock Tracking System - a trace back system designed and developed for the containment and eradication of animal disease. It will have the same functionality as the English system, but with the content translated and tailored to French speaking producers and other users. The purpose of this new feature is to offer

support to a wider user base, and encourage more producers to use the system by providing it in their preferred language.

Translating the CLTS is one more step to CCIA transitioning into a fully bilingual organization. To accommodate the growing number of stakeholders, CCIA has implemented several new bilingual services in the past year to meet the needs of all producers. Earlier this year the organization translated the website, hired a full time bilingual Customer Service Representative, and distributed a variety of marketing materials and useful tools to make record management as easy and convenient as possible in both official languages. In an ongoing effort to improve services and develop the system, the CCIA will continue to enhance the CLTS experience and help producers work more efficiently and effectively with the site.

Funding for the Canadian Livestock Tracking System has been provided by Agriculture and Agri-Food Canada through the Canadian Integrated Food Safety Initiative under Growing Forward



RETIRING CCIA RFID (BUTTON) TAGS



Before cattle leave their herd of origin, they must be tagged with an approved Canadian Cattle Identification Agency (CCIA) Radio Frequency Identification (RFID) tag. Once tags are purchased from an approved CCIA tag dealer, they are issued to the user's account in the Canadian Livestock Tracking System (CLTS) database. Once these tags are in a user's account, information can be applied to the tag. This may include but is not limited to: birth date information for cattle born on their premises; move in/out information for cattle purchased or sold; or retirement dates if the associated animal has died or been slaughtered.

How do producers know when, why and how to retire a tag? A tag is retired when the animal dies or is slaughtered and the retirement must be reported in the CLTS within 30 days.

- If the animal dies on a producer's premises, the producer or the dead stock operator must retire the tag associated to the animal.
- When the animal is taken to a packing plant, a meat processing plant, or an abattoir, the location owner is responsible for retiring the tag associated to the animal.
- When a tag is lost, the old tag number must be cross-referenced to the newly applied tag number. If the lost tag number is unknown, the animal still requires a new tag and a replaced event can be applied in the CLTS.

It is important to retire the animal's tag number in the CLTS so the tag can be tracked to the end of its lifecycle. "Retirement provides the end point of the animal's or tag's lifecycle. Without the retirement date, there is no certainty what happened to the animal or tag," said Darcy Eddleston, chair of CCIA. When the tag is retired it helps maintain overall data integrity, and helps to complete animal identification.

The data in the CLTS is only as accurate as the industry participants make it. By recording the various events against the tag or animal in the CLTS, it will help maintain global confidence as a reliable trading partner. A strong animal identification program provides the potential to increase access to domestic and international markets and allows Canadian beef to remain a strong competitor with other beef exporting nations.

All information relating to CCIA tags is entered and stored in the CLTS. You can access the CLTS by going to www.clia.livestockid.ca or try our lighter version at www.livestockid.ca/lite. If you have any questions regarding tag retirement or other tag issues, please call 1-877-909-2333 (BEEF) or email us at info@canadaid.ca.



PHASE ONE OF THE AUCTION MARKET RESEARCH STUDY COMPLETE



The Canadian Cattle Identification Agency completed Phase One of the Auction Market Applied Research Project to evaluate multiple Radio Frequency Identification (RFID) systems at auction markets across Canada which was supported by the federal government's Growing Forward program.

"Phase One installed, operated and tested multiple commercially available RFID reader technologies in 10 auction markets across Canada," says Donna Henuset, Project Manager from CCIA.

Some of the key findings were:

- 1) The location of the system had more impact on speed of commerce than the type of alley configuration.
- 2) Read accuracy was inconsistent, fluctuating daily, weekly by group size and by market.

- 3) The auction markets will have increased operating costs as a result of the installation and operation of the RFID systems.

Traceability for the cattle sector in the Canadian marketplace requires the capture and transfer of RFID tag data from cattle to the CCIA's database, the Canadian Livestock Tracking System (CLTS), through the use of electronic readers at each movement site. The technology and processes must meet the needs of auction markets by not impeding commerce or causing additional stress for the livestock. This phase of the research evaluated the ability of existing technology to collect and read RFID tag data at a high level of accuracy, while functioning in a working environment. Further, the research evaluated the impact on speed of commerce and reported preliminary estimations on the cost of implementation.

CCIA, in cooperation with Livestock Markets Association of Canada, is developing plans to commence Phase Two of the project in October of this year. The second phase will focus on: implementation of commercial software to align RFID hardware with business process as well as test new configurations of hardware. Phase Two will also incorporate RFID systems at buying stations and assembly yards.

For a copy of the full report on Phase One of the Auction Market Applied Research Project, please visit www.canadaid.ca.

INDUSTRY NOTICE

As of September 1, importers and exporters of cattle, bison and sheep have been asked to provide their Canadian Cattle Identification Agency (CCIA) or Agri-Traçabilité Québec (ATQ) database account number on animal health export certificates and import permits.

Adding the database account number to import permits and export certificates enhances Canada's ability to track animals entering or leaving the country. Having access to

accurate, up-to-date information in emergency situations is important because it can reduce response time, thus limiting the economic, environmental and social impacts of the situation.

The Government of Canada is committed to protecting the health and safety of livestock and the food supply through proper animal identification. Tagging and traceability are key components of Canada's national strategy to protect animal health.



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