Traceability Industry-Government Advisory Committee

FROM DEVELOPMENT TO IMPLEMENTATION

COMMUNIQUÉ

Industry and government representatives met in Saskatoon, Saskatchewan from June 12-13, 2013 for the spring meeting of the Industry-Government Advisory Committee (IGAC).

IGAC is the advisory body leading the development and implementation of the livestock and poultry components of a National Agriculture and Food Traceability System (NAFTS).

IGAC is comprised of 22 industry and 15 federal, provincial and territorial (FPT) government members.

This update has been developed to provide industry with an overview on the progress of NAFTS initiatives for livestock and poultry, as well as provide a summary of key topics and key messages from the recent bi-annual meeting.

At this spring IGAC, industry and governments renewed their commitment to IGAC. The IGAC Management Group was refreshed to include:

Jeff Clark, CPC; Mabel Hamilton, CBBC; Pascal Lemire, HC; Ron Versteeg, DFC; Rick Frederickson, AB; Kelly McAslan, ON; Veronica McGuire, CFIA; and, Susie Miller, AAFC.

IGAC Working Groups not only provided updates on success achieved since the fall meeting, but also outlined strategies and action plans on major initiatives.

This meeting also provided an opportunity for IGAC members to learn more about the traceability successes in Saskatchewan. Star Egg welcomed the group for a facility tour and overview of their national traceability pilot.

During the spring meeting, IGAC members reviewed and endorsed an updated IGAC Roadmap that identified timelines and actions needed to finalize the traceability system for livestock and poultry.

From the IGAC Roadmap
What Governments and Industry Will do Together

Information/ Data Sharing	Industry & Governments Implement Agreements and Communicate
Cost Sharing	Identify Costs & Proposals
Communications	Develop and Implement Communications Strategy
Movement Reporting	Implement a National Multi-Species Electronic Movement Document
Data Integrity Framework	Develop and Implement Data Integrity Framework
Technology	Identify Technology Priorities and System Enabling Tools and Enable Adoption

From Conception to Implementation: The Canadian Agri-Traceability Services (CATS)

Over the past year, the CATS file has moved from concept to reality. An update was provided to IGAC by new CATS Directors Mr. Terry Kremeniuk, Mr. Norman Houle and Mr. Darcy Eddleston, who reported that progress has been made in several areas such as governance, incorporation and a rigorous IT system assessment.

The vision of CATS remains consistent. Mr. Kremeniuk reiterated that by 2015, CATS will become a client-focused sustainable traceability service provider to livestock and poultry. It was noted CATS will not be an administrator, but a centralized repository that will help administrators and sectors maintain and manage traceability data.

In terms of governance, the first five Directors will be comprised primarily of the founding member organizations (CCIA and ATQ) and will serve until the first annual meeting of members. Other Directors include Mr. Pierre Lemieux and Mr. John Stevenson. The potential users of CATS, including species groups and provinces, will play an important role in building the database. In order for CATS to be able to respond to the needs and expectations of industry and governments, business requirements will need to be defined. For this reason, species groups are invited to participate in / and nominate a member for the CATS User Advisory Committee.

What's next for CATS? The new Board of Directors have plans to hire a new General Manager, finalize the national funding proposal and establish the User Advisory Committee. CATS will offer many benefits and opportunities for both industry and governments and recognizing the importance of this initiative, the new Board of Directors is taking it one step at a time. "We have to walk before we run," stated Mr. Kremeniuk. "In terms of the database, what will change is that we will have the efficiencies of managing one database rather than two."

Key Messages - CATS

- CATS is a not for profit corporation that will provide traceability services to administrators and interested sectors that are required to maintain and manage traceability data and information in order to meet current and future national and provincial traceability requirements.
- CATS will provide governments and industry with relevant and reliable information to manage emergencies or sanitary issues
- CATS will provide sectors with a cost effective and affordable database service. (not an administrator)
- Sectors will be represented on the User Advisory Committee, a committee created to ensure that the business needs of all users are being considered and met.

INDUSTRY UPDATES

IGAC industry representatives provided an update on key priorities, including the following:

CATTLE

Focus remains on movement reporting, implementation of CATS and Premises Identification.

DAIRY

Maximizing participation in animal ID, premises ID and movement reporting.

HOGS

Continue coordination with Provincial Pork Organizations and ensure the successful deployment of PigTrace.

SHEEP

Decisions required on becoming an administrator; the future home of SheepCentral; conducting tag trials; and, how to work with CATS while considering implementation costs.

EGG

Continue work on a National Quality Code; improvements of the CEITS Standards; and, consideration of national data management.

BISON

Increase engagement through extension programs; address producer tag retention/technology concerns; progress on PID's; and, transition to electronic movement reporting.

CERVID

Continue roll out of a Cervid database; focus on provincial and CFIA coordination; and, consider future interaction/ integration with CATS.

EQUINE

Ensure infrastructure is available to record all traceability information; identify the best method for equine ID; continue education and outreach; and, determine interaction with CATS.

Regulatory Update

Hog Regulatory Amendment

Canada will be one step closer to full traceability for hogs later this fall when proposed regulations will be published in Part II of *Canada Gazette*. This will mean that regulations would come into force on January 1, 2014. This enhanced traceability system for swine will help protect the health of the national herd and could contribute to the expedited reopening of export markets in the event of an animal disease. These proposed regulations would require custodians of pigs to:

- Under certain circumstances, identify farmed pigs and farmed wild boars using approved methods; and,
- Record and report all movements of pigs from birth or import, to slaughter or export.

Multi-Species Regulatory Amendment

What will be included in the next regulatory amendment for multi-species livestock traceability? That's what the Canadian Food Inspection Agency (CFIA), along with governments and industry will determine during the next round of consultations that are scheduled to take place this fall and throughout the winter.

At the Spring IGAC, the CFIA outlined the status and next steps for the proposed regulatory amendments for other livestock species including cattle, bison, sheep, goats, cervids, and potentially equine. Following consultations with veterinarians and inspectors, the consolidated policy paper will be revised and used during the national consultations starting this fall.

A collaborative effort is proposed for these consultations, with roles for both industry and governments to speak about the proposed regulatory amendment and share information about the amendment with industry throughout Canada.

Proposed next steps for moving traceability regulations forward

- CFIA to finalize policy paper on proposed regulatory amendment (Q2, 2013)
- Development of communications strategy and materials for national consultation (Q3, 2013)
- Cost-benefit analysis for proposed regulatory amendment completed (Q4, 2013)
- National Consultation on proposed amendment (Q4, 2013 – Q1, 2014)
- Proposed regulations to be drafted in late 2014.

Communicating Traceability Implementation

Providing tools is essential in assisting all IGAC members to play a role in traceability communications

As Kim McConnell noted at the spring IGAC meeting, the livestock traceability system casts a wide shadow. There are many species, many governments, many committees, many names and many acronyms – it's confusing and complex. So what is the best way for IGAC to ensure consistent communications to all stakeholders on livestock traceability implementation?

Last fall, IGAC members identified communications as a priority and tasked the IGAC Communications Working Group to come up with a Communications Strategy that would keep stakeholders engaged and informed. Shortly after that meeting, the IGAC Communications Working Group was revived and Mr. McConnell's assistance was enlisted. In consultation with members of IGAC and the IGAC Communications Working Group, Mr. McConnell proposed a Communications Strategy consisting of a wide range of tactics for IGAC to consider.

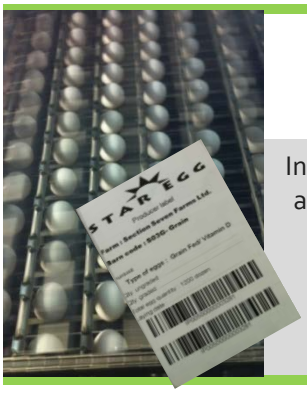
IGAC Communications Working Group Members
Mabel Hamilton – CBBA (Champion)
Ian Thorleifson – CCA (Champion)
Kori Maki-Adair –CCIA
Mélissa Lalonde – DFC
Christine Chilton / Jeff Clark – CPC
Heather Martens – MAFRI
Shannon Bennett – AAFC
George Abraham – AAFC
Janet Hetherington – CFIA

Mr. McConnell acknowledged that a lot of great work is taking place within species groups on communicating traceability. He also acknowledged that the goal of IGAC should be to ensure that these target audiences (i.e. species groups, governments, and key influencers) are equipped with the communications tools required to be good communications practitioners.

Overall, Mr. McConnell advised the group to start with a simple plan with simple tactics. Some key considerations when focusing on tactics included:

- How do we ensure the stories resonate with the target audience?
- Are we reaching the producer? Are there mechanisms in place for feedback?
- Why are we doing this? Why is it important? Consider the importance of consistent messaging.
- Is there a primary, consistent contact for communications? Who do you go to when you have questions?

The next step for the IGAC Communications Working Group is to develop and implement a Communications Plan based on the Strategy presented by Mr. McConnell and in consultation with the IGAC Management Committee.



Industry Tour….. Starring Traceability

In Saskatchewan, The **Egg Farmers of Canada** and **Star Egg** hosted an industry tour for IGAC participants and provided and overview of their journey to traceability implementation. In 2010, Star Egg signed up to participate in a national traceability pilot supporting the implementation of a Canadian Egg Industry Traceability System led by Egg Farmers of Canada. The pilot, funded by AAFC, includes sites in SK, MB, NS, and NB. The Ovotrack system implemented by Star Egg allows for traceability from farm to retail. Products can be recalled at any point in the chain.

Premises Identification Update

An update was provided from both the Premises Identification Maximization (PID Max) Working Group and the Premises Identification Technical Solution (PIDTS) Working Groups. The PIDTS Working Group reported that they successfully implemented the National Lookup allowing for provincially generated PIDs to be accepted by administrator databases.

The PID Max Working Group provided a status of PID's across the country for cattle, hogs and sheep and outlined a strategy to increase the number of PID's available to users. In order for industry to meet industry targets for Premises Identification, the goal of PID Max is to ensure that provincially administered PID Programs (that meet national standards) are available across the country for all species by the end of 2013. PID Max will develop an action plan involving collaboration between industry and governments as well as a communications and outreach plan.

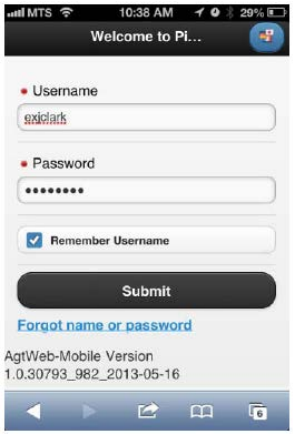
Key Messages: Premises Identification

- Premises ID is an essential part of a full traceability system.
- A Premises Identification number is a unique national number assigned to a parcel of land by a provincial or territorial government.
- A premises is any parcel of land where animals or food are kept, assembled, grown or disposed of.
- In the event of an animal health, food safety or sanitary issue, the faster a suspect animal or food product can be identified, the better. The use of premises ID may help reduce response times and allow for a quick containment of suspect animals.

Movement Reporting

Enabling movement reporting is a priority for species preparing to meet regulatory requirements for traceability, including hogs and cattle. Jeff Clark of the Canadian Pork Council (CPC) provided IGAC with an overview of the tools developed by their organization to enable movement reporting in the hog sector.

PigTrace is CPC's online tool that allows the hog industry to upload traceability information including animal identification, premises identification and movement reporting into a secure location. Keeping the process simple and efficient has been important for the organization. For this reason, CPC has added a mobile version of their website (interface) so that producers with an iPhone can easily add movement event information from wherever they are. The tool will even store data when out of network range and will automatically transfer the information into the PigTrace database when the network has been reconnected.



Mobile Interface for PigTrace

Mr. Clark pointed out that data input tools are being developed outside of the core PigTrace system as well. While this means increased costs, it also brings innovation, different perspectives and lessons learned.

Steve Primrose presented an update from the **Cattle Movement Reporting Working Group**, highlighting the recent accomplishments of the group. Agreement has been made on the minimum data set, including 26 pieces of information such as livestock owner details and agreement and support of movement reporting has been obtained through resolutions by over 18 cattle organizations.

Mr. Primrose presented a strategy and action plan for the Working Group for the next 18 months that will involve the roll out of an electronic movement plan and has identified communications as a priority.

Also on movement, Mr. Chad Vandermeer with LIS provided the group with a demonstration of the LIS model for cattle movements (eManifest). When registering on their site, the user is able to define their role as sender, transporter and/or receiver. The Alberta model was used as a basis for the eManifest; however, data elements can be defined according to the requirements of the user groups.

Key Messages: Cattle Movement Reporting

- The cattle industry, working with provincial and federal governments, has developed an implementation plan that identifies a voluntary phased-in approach to establishing cattle traceability in Canada prior to the roll-out of proposed national regulations.
- The Cattle Implementation Plan identifies a voluntary transitional approach to movement reporting that involves reporting move-in information upon receipt of an animal. The option for move-out reporting will remain available in the system, though it will not be required.

IGAC MEMBERS

INDUSTRY

Erica Charlton, Canadian Poultry & Egg Processors Council
Dan Darling, Canadian Cattle Identification Agency
Vel Evans, Equine Canada
Laurie Fischer-Fries, Canadian National Goat Federation
Jennifer Fox, Canadian Trucking Alliance
Mabel Hamilton, Canadian Beef Breeds Council
Pat Hayes, Canadian Cattlemen's Association
Terry Kremeniuk, Canadian Bison Association
Steve Leech, Chicken Farmers of Canada
Pierre Lemieux, L'union des producteurs agricoles
Pascal Lemire, Holstein Canada (National Livestock Identification for Dairy)
Curtiss Littlejohn, Canadian Pork Council
Colleen McElwain, Turkey Farmers of Canada
Sophie Neveux, Canadian Hatching Egg Producers
Neil Newlands, Egg Farmers of Canada
Corlena Patterson, Canadian Sheep Federation
Scott Postlewaite, Livestock Identification Services Ltd.
Brian Read, Canadian Meat Council
Marie-Christine Talbot, Agri-Traçabilité Québec
Ian Thorleifson, Canadian Cervid Alliance
Ron Versteeg, Dairy Farmers of Canada
Larry Witzel, Livestock Markets Association of Canada

GOVERNMENT

Tony Bird, Nunavut
John Colford, Northwest Territories
Rick Frederickson, Alberta
Hélène Gaulin, Quebec
Clarence Haverson, Ontario
Tony Hill, Yukon
Mike Horwich, Nova Scotia
Blaine Hussey, Newfoundland & Labrador
Paul Jenkins, Prince Edward Island
Paul Marciniak, Saskatchewan
Heather Martens, Manitoba
Veronica McGuire, Canadian Food Inspection Agency
Clint McLean, New Brunswick
Susie Miller, Agriculture & Agri-Food Canada
Kevin Murphy, British Columbia

INDUSTRY OBSERVERS

Ron Barker, West Hawk Lake Zoning Committee
Pat Burrage, Canadian Veterinary Medical Association
Albert Chambers, Canadian Supply Chain Food Safety Coalition
Mike Sadiwnyk, GS1 Canada
Kurt Siemens, Canadian Federation of Agriculture

IGAC SECRETARIAT

Joshua Belinko, Canadian Food Inspection Agency
Nilos Korodimas, Agriculture & Agri-Food Canada
Peter Pauker, Canadian Food Inspection Agency
John Ross, Agriculture & Agri-Food Canada