



CCIA ANNOUNCES THE END OF BAR CODE DANGLE TAGS

FOR IMMEDIATE RELEASE

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Calgary, AB – 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 December 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 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 January 1, 2010. As a result, after December 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.

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About CCIA

The Canadian Cattle Identification Agency is an industry initiated and established organization that manages the Canadian Livestock Tracking System (CLTS) - a trace back system designed for the containment and eradication of animal disease. Established in 1998, CCIA has developed the only mandatory national traceability program for the cattle industry and works with the Canadian Food Inspection Agency to ensure the food safety of the Canadian cattle industry.

High resolution and electronic images for this release are available. Contact doberle@canadaid.ca to request an image.