



CANADIAN CATTLE IDENTIFICATION AGENCY RELEASES AUCTION MARKET RESEARCH PHASE-TWO RESULTS

FOR IMMEDIATE RELEASE

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Calgary, A.B. – The [Canadian Cattle Identification Agency](#) (CCIA) is pleased to announce the results of Phase Two of the Applied Research Project evaluating the impact of fully-integrated radio frequency identification (RFID) systems at 13 auction markets and buying stations across Canada.

The Applied Research Project was developed in light of pending regulations for livestock traceability. Funding for the two phases of this project is being made available through the Canadian Integrated Food Safety Initiative (CIFSI), a program delivered under [Growing Forward](#), a federal-provincial-territorial initiative created to help position Canadian farmers for success.

[Phase One of the Applied Research Project](#) in 2010 assessed the ability of existing technology to collect and read RFID tag data at a high level of accuracy. The research showed the design and location of the RFID system must be unique and located in an area that is well integrated within the normal process flow for efficiency.

“Phase Two tested new hardware configurations and focused on the implementation of commercial software for the purposes of aligning RFID hardware with business process,” says Donna Henuset, Auction Market Research Project Manager. “We explored the feasibility and potential benefits of linking the tag reading software with management software to support the availability of RFID numbers on sales and settlement documentation.

“This phase was all about identifying issues, opportunities, costs and performance of fully automated and integrated RFID systems. The integration presented more challenges and expense than anticipated.”

Key findings from the [Phase Two Project Report](#) determined it is unnecessary to integrate the RFID tag recording software with enterprise systems in order to support movement reporting at co-mingling sites. In addition, the option of integrating RFID tag recording software with enterprise systems was found to be the most expensive, have the greatest manpower requirements and impact on speed of commerce. The findings also indicate high annual operational costs outweigh the benefit of having RFID tag numbers listed on settlement documentation.

Further testing is being conducted at six Canadian auction markets from September to November 2011, evaluating basic functionality software that does not require integration with enterprise systems or data entry by group. “This software may be a key factor in developing a system that can operate with minimal to no involvement from site personnel,” says Henuset.



“Throughout this multi-phase project, more than 535,000 head of cattle have been scanned and reported to the [Canadian Livestock Tracking System](#) (CLTS). This project has been successful at identifying many challenges for movement reporting at the auction mart and buying stations,” says Rick Wright, Applied Research Project Steering Committee Chair. “This project is one example of the cattle marketing sector and government working together towards a common goal.”

– 30 –

About Canadian Cattle Identification Agency:

The Canadian Cattle Identification Agency (CCIA) 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.

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