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CCIA TAG REMITTANCE FEE INCREASES

The Canadian Cattle Identification Agency (CCIA) increased the tag remittance fees charged to manufacturers from 20 cents to 60 cents per tag effective June 1, 2009. This is the first tag remittance fee increase in the 11 year history of CCIA.

Since 1998, the system operated by CCIA, the Canadian Livestock Tracking System (CLTS), has grown exponentially in its complexity and in industry's reliance on the system to support commerce and market access. The CCIA has seen a tremendously positive response to the industry's animal identification and traceability initiative to date. There have been more than 250 million tag related events within the system, with an average of 47,000 submissions per month; submissions may relate to one or multiple tags. The CLTS supports programs like age verification and is instrumental in assisting the Canadian Food Inspection Agency with BSE investigations.

"With the increased demand on the CLTS over the last ten years, it was clear that we needed to secure funding to grow our resources accordingly," says Kerry St. Cyr, Executive Director of the CCIA. "The majority of CCIA's operational funding comes from tag remittance fees. A portion of the

system development has been funded by Agriculture and Agri-Food Canada. Additional cost-recovery fees have been implemented through service agreements with other partners."

The increase in remittance fees from the manufacturers will work to ensure CCIA's ongoing financial viability and its ability to maintain industry control of the database. The CCIA does not set the purchase price of a tag; the purchase price of a tag is set by the manufacturer, then the distributor and finally the dealer.

The CCIA system provides multi-species traceability services and currently houses the beef, dairy, bison and sheep information. The CLTS is a proven system that has received international recognition and continues to meet market access and traceability demands.

REMINDER

All dealers, distributors, and manufacturers are to report all tag issuance/distributions to the database within 24 hours of the transaction.

DANGLE TAGS ENDING



As of January 1, 2010 ALL cattle MUST be tagged with a CCIA approved RFID tag.

When the national traceability system was first introduced in 2002, it used barcode tags due to the high cost of Radio Frequency Identification (RFID) technology to the producer. As the cost of technology was reduced and the cattle industry saw the impact and cost of the 2003 BSE scare, RFID tags became the necessary basis for full animal movement tracking in Canada's livestock traceability system. The benefits of RFID include: automated tag readability through the ability to read at a distance without line of sight, increased data integrity and future

capabilities of full animal movement tracking.

In 2003, the national traceability system started the transition to RFID tagging to ensure Canada continued to be recognized as having an efficient and effective trace back system. RFID tags have been the only approved tags available to be issued for cattle since Sept. 1, 2006. However, there was an allowance for a phase-out period for mature breeding stock and bulls in recognition that the already purchased bar coded tags would be in use until the end of December 2009.

The definition of "all cattle" will now include mature breeding stock and bulls that must be tagged before

they leave the farm of origin, with the exception of cattle born in Alberta on or after Jan. 1, 2009 which must be tagged in accordance with the Alberta *Animal Health Act*.

Barcode tags already applied to an animal should be left in the animal's ear and an RFID tag should also be applied to that animal. The barcode tag must then be cross-referenced with the new RFID tag in the Canadian Livestock Tracking System (CLTS). This is required to ensure that the integrity of the traceability system is maintained.

The Canadian Food Inspection Agency (CFIA) enforces tagging requirements. Failure to comply with tagging requirements could result in a monetary penalty under the *Administrative Monetary Penalties (AMP)* legislation.

RFID technology will ensure that the Canadian cattle industry can continue to meet and exceed domestic and international requirements for animal health and food safety through an efficient trace back and age verification process.

CCIA ATTENDS LMAC ANNUAL MEETING IN BROOKS



Donna Henuset, *Project Manager for CCIA arriving at the LMAC AGM.*

The Canadian Cattle Identification Agency (CCIA) attended the Livestock Marketing Association of Canada's (LMAC) annual meeting in Brooks, AB at the end of May to present CCIA plans for cattle movement tracking. This was one of the main topics of the LMAC convention this year.

"The Livestock Markets Association of Canada supports the principle of animal traceability for the benefits of animal health, world trade and food safety," says Mike Fleury, President of the LMAC.

The Chairman of the CCIA Board, Steve Primrose delivered a presentation to update members on the Cattle Implementation Plan. This plan will provide a timeline and direction for implementing traceability from the beef and dairy industry to the Federal Provincial Territorial Traceability Task Team. There are three pillars of traceability that are addressed in the plan: Animal Identification, Premise Identification and Full Movement Reporting. "LMAC has taken a firm stand that traceability does not impede the

current speed of commerce and that traceability allows our cattle marketing industry to remain market neutral," adds Fleury.

Current considerations to the Cattle Implementation Plan are the definitions for 'Premises ID' and also 'Linked Premises'. CCIA and LMAC along with other industry sectors and governments, are working together to develop an applied research project to be launched at multiple test sites that will evaluate the costs and benefits of implementing full

traceability at the auction market level. A project manager has been engaged that will develop and coordinate the national project and work closely with groups running similar projects in Alberta. "When technology permits, and the day arrives for Livestock Markets to read tags, the members of the Livestock Markets Association of Canada will work with industry to help contribute to a prosperous cattle industry in Canada," concludes Fleury.

AUCTION MARKET APPLIED RESEARCH PROJECT



The Canadian Cattle Identification Agency (CCIA) will be testing RFID systems in auction marts across Canada. The project aligns with the Cattle Implementation Plan and assesses the feasibility of using current commercial RFID systems in an auction market environment.

The expected outcomes of this one and a half year project are: to determine a costs and benefits analysis on full scale implementation of RFID reader systems in auction markets across Canada; to identify systems that can be applied to any auction market

in Canada; and to help develop an industry model for accomplishing full movement traceability.

An RFID reader system combines electronic hardware that reads the tag, and software that collects the numbers. The software can disseminate the information to CCIA in many ways, but generally it is through the digital transfer of an electronic file. To meet the suggested national time line of 2012 for traceability at the marketing sector, cattle will have to be identified and tracked as they move through auction markets or other types of

commingling areas. In the auction market, the cattle will pass through alleys with electronic scanners on each side. In phase one of the research, the animals will be "read-in" only.

The applied research project will run test sites across four provinces and use multiple RFID system vendors to ensure a broad range of data collection. The data collected will include metrics to assess the impact on speed of commerce, employee welfare, animal health and manpower requirements. The CCIA is applying for funding for this project through the Growing Forward Program.

CCIA will continue to invest in initiatives that provide a national cattle traceability system that is successful in: minimizing the impact of outbreaks of animal disease, limits the economic effect to the producer and industry, and maintains the data required to retain or capture domestic and international market opportunities. Automated full movement tracking is the next step necessary in ensuring Canada remains a world leader in animal identification and traceability.

MEET THE NEW MANAGEMENT TEAM

The Canadian Cattle Agency Identification Agency (CCIA) was formed in 1998 as a national organization dedicated to the implementation of technologies and services supporting Canada's Cattle Identification and Tracking System. The CCIA has grown in complexity and scope since its inception and is pleased to announce the new management team...



Kerry St. Cyr - *Executive Director*

Kerry brings an extensive and diverse body of experience from both the public and private sectors to CCIA, having previously held management roles with the Calgary Health Region and Alberta Employment and

Immigration. During his time with Alberta Energy, Kerry worked extensively with Agriculture and Sustainable Resources field staff on land use issues associated with the Crown land registry system. Kerry has broad experience in: organizational leadership; technology and information management; strategic and business planning; contract management; and resource management. Kerry joined the CCIA in March last year.



Hina Thaker - *Legal Counsel*

Hina comes from a legal practice background of privacy, labour and employment and human rights law. She has experience in both the private and public sectors as well as not-for-profit organizations. Her previous roles

included in house counsel for the Calgary Police Service and Associate at Fasken Martineau DuMoulin. Hina has been practicing for eight years and has gained board experience as a director throughout the last seven years. Hina has been with the CCIA since September 2008.



Angelo R. Herat - *Operations Manager*

Angelo has several years of not-for-profit experience having served the Salvation Army as Director of Administration, Encharis Housing and Community Services as Financial Services Manager and the Calgary

Public Library as Accounting Manager. He is a Fellow of the Canadian Institute of Management, the Canadian Institute of Administrative Managers, and the Institute of

Professional Financial Managers in addition to being an Associate of the Association of Certified Fraud Examiners. Angelo joined the CCIA last October.



Bilal Kabalan - *Information Technology Manager*

Bilal has more than 10 years of experience in various aspects of Information Technology. He has established many successful networks and network centers for large oil and

gas companies and well-established public accounting firms. Previous roles have included the creation and maintenance of IT infrastructure including design, security and the associated business processes. As the IT Manager for the CCIA since December, Bilal has identified complex technical and business-related opportunities and leveraged resources to accomplish cost-effective outcomes in alignment with business requirements.



Danielle Oberle - *Communications Manager*

Danielle has 12 years of experience in communications roles across several industry sectors including: energy, agriculture, tourism and charitable organizations. Danielle previously

worked as an international media representative participating in events such as the G8 Summit. She holds a Bachelor of Public Administration degree from the University of Saskatchewan along with a certification in Public Relations. She has worked in both national and international roles and came to the CCIA in May.

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