



*Information produced by CCIA
January 2022*

*For permission to use contact:
info@canadaid.ca*

Tag Retention in 2022

Tag retention is an integral part of the traceability system and has long been a focus of the Canadian Cattle Identification Agency (CCIA). Over the years, CCIA has collaborated on a number of research projects to better understand common issues and find solutions to concerns about lost tags, missing backs and poor overall tag retention.

From 2011 to 2015, CCIA embarked on the National Tag Retention Project which involved the formation of a sub-committee to complete a tag retention study in a variety of environments in Canada as a way of better determining the long-term retention rates and operability of the current set of approved CCIA radio frequency identification (RFID) beef cattle tags used in Canada.

Industry's growing concerns regarding the effectiveness and long-term viability of the types of approved tags available, and the fixture mechanisms commonly used to manufacture tags for Canada, and poor tag retention within the value chain affects the accuracy and availability of livestock traceability data, which affects response time in an emergency (e.g., animal disease outbreak, flood, tornado, contaminated feed supplement recall).

In 2019, CCIA ran the Automated Trace Sighting Data Collection (Remote Pasture Reader) which studied the use of portable RFID reader stations, to collect sighted movement event data at remote co-mingling sites. These portable, solar charged devices could store and communicate data using cellular modems to deliver data to a CCIA landing server. While this research was not directly related to tag retention, it did offer promising data points for the potential of automated traceability practices in the future.

Recently, CCIA began working directly with manufacturers to improve tags for greater retention. This has resulted in enhancements and modifications to current tags on the market. Allflex has made specific advancements to the stud component of their tags with new design and manufacturing methodology. This is in direct response to tag retention issues reported by producers. Destron has also upgraded and improved a version of the Destron eTag, resulting in a new Destron DMR RFID tag which includes a fully molded outer tag housing for better durability, water resistance and an improved tag locking mechanism for greater retention.

CCIA has also spearheaded the approval of the first RFID Beef Loop tag, from Shearwell, an innovative one-piece wrap-around beef tag, the first of its kind that is considered a game changer among animal indicators. The microchip is overmolded in a plastic insert so readability and read range of the transponder are never compromised. This is an additional option when it comes to official, approved tags. The button style remains available as well, for those who prefer it.



The Allflex improved stud and the Destron DMR are available through the CCIA webstore and CCIA Approved Dealers and the Shearwell RFID Beef Loop tag is only available through the CCIA webstore at: <https://tags.canadaid.ca> or call CCIA Client Support toll free at **1.877.909.2333**

Tag retention is improving through direct action, which will help with the growing demand for traceability in our industry. Ultimately, much of the responsibility still falls on the producers, who are relied upon to correctly apply tags and respect the environmental limits of the materials.

By working together with both manufacturers and producers, CCIA is helping resolve the fundamental traceability issue of tag retention by addressing concerns through direct feedback from producers through the Approved Indicator Quality Control Form found on [canadaid.ca](https://www.canadaid.ca) under CLTS Forms (https://www.canadaid.ca/wp-content/uploads/2021/11/Approved-Indicator-Quality-Control-Form_fillable-2021-11-19.pdf).