

The U.S. Animal Identification Plan Cattle Industry Working Group Report



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Why did animal identification come to the forefront?

- 1. Sept. 11, 2001 – Bioterrorism**
- 2. Dec. 23, 2003 – Animal Disease (BSE)**
- 3. Available Technology**

Who Will Animal ID Affect & to What Extent?

- **The USAIP is a result of a cooperative movement by the USDA/APHIS (Animal and Plant Health Inspection Service) and the U.S. Animal Health Association.**

- **BWG consisted of 35 members representing all facets of the beef industry.**

- **This initiative was started in 2002 as a partnership between producers, allied industry, state and federal health officials.**

USAIP Goal

- **To be able to trace any animal from a reportable incident back to its premise of origin within 48 hours.**

Guiding Principles

- **Confidentiality: Producer's data/information must be kept confidential/exempt from current FOIA requirements including a FOIA exemption to block data from passing among varied government agencies.**
- **Only approved animal health authorities at the federal and state level will have access to the USAIP information system.**
- **Only information essential to the enhancement of animal disease surveillance and monitoring shall be stored in any state or federally managed database under the USAIP.**

- **Only events characterized as having a regulatory need will trigger disease traceback/traceforward.**

- **Maintain normal cattle flow (Private Treaty, Public and Video Auctions, Order Buyers etc.)**
- **Demonstrate protocol for dealing with non-compliant premises and animal i.d.**

- **The technology used must be able to perform at the speed of the market;**
- **And be user friendly, whether producing 10 head or 10,000 head.**

What Is Involved In Identifying Your Animals?

PREMISE I.D. vs ANIMAL I.D.

- **All premises managing and/or holding cattle are to be identified through the state or tribal animal health authority.**
- **Premises identification is a prerequisite to individual animal identification**

Premises Allocation System

- **All premises that manage &/or hold cattle are to be identified through the State or Tribal animal health authority**
- **Premises identification is a prerequisite to individual animal identification, and thus, must be initiated to meet the requirements of the US Animal Identification Number System.**

ANIMAL ID – Like Your
Social Security #

PREMISE ID – Like your
Address (Place of
Residence)

RFID ear tags (as defined by the USAIP) will be the recommended technology used to individually identify cattle.



Method of Individual Identification

- **The CWG considers RFID ear tags to be the most practical technology today to automate the collection of individual animal identification for cattle. However, the industry remains receptive to evolving technologies.**



Method of Individual Identification (cont.)

- **The RFID code (3 digit country code or manufacture code and 12 digit animal number) imbedded in the transponder is to be printed on the RFID Tag.**
- **CWG recommends official identification devices be distributed under a certified USAIN distributor, but be readily available for producers to purchase. For example, a producer must be able to buy tags within the retail sector of the marketplace at the spur of the moment and register them to a premises.**
- **All certifiable distribution systems must have the ability to associate the USAIN to the appropriate premises number.**

WHEN?

Animal ID Timetable

Introduction Implementation

- **Establish Premises ID Systems**
- **Education & Outreach**
- **Conduct test strategies**

(Target: 2004-2005)

Infrastructure

- **Establish IT infrastructure**
- **Establish RFID reader infrastructure**
- **Set up tag distribution system**
- **ID cattle and report movements**

(Target: 2005-2006)

Implementation

- **Test analysis & validation of overall program**
- **Determine critical mass for program**
- **Required participation with govt. funding**

(Target: 2007)

**HOW WILL THE REPORTING
BE DONE?**

REPORTING CATTLE MOVEMENTS

- **The minimum requirements for the reporting of cattle movements are:**
 - ~ **All cattle that move interstate must be officially identified and their movement reported to the National Animal Identification Database.**
 - ~ **All cattle that change ownership, in which cattle are moved to a different premises or are co-mingled with cattle from different owners must be officially identified and their movement reported to the National Animal Identification Database.**

REPORTING CATTLE MOVEMENTS (cont.)

- ~ The combined logistical issues of location, management and transportation may mean that individual ID, when required, gets installed at some later point at the receiving facility and recorded by the buyer for the seller (against the selling facility's premises number), as a condition of trade.**

REPORTING CATTLE MOVEMENTS (cont.)

- **The reporting of cattle movements shall be the sole responsibility of the receiving premises or person responsible for the animals at the receiving premises.**
- **However, the seller is encouraged to report movement events in order to protect the integrity of USAIP and to minimize liability for both parties.**
- **Confirmation shall be available to both the seller and buyer involved that the reported movement has been entered into the National Animal Identification Database.**

REPORTING CATTLE MOVEMENTS (optional)

- **Reporting the following cattle movements is OPTIONAL (not required):**
 - ~ **Cattle moving within a premises or to another premises under the same person's control (ownership), even when co-mingled with other cattle under the same control or ownership.**

THE FUTURE?

Funding

- **The ability to move USAIP forward will depend upon adequate availability of funding. (\$18 million CCC 2004/\$33 million requested by administration 2005/CWG requests \$73 million)**

Funding (cont.)

- **USDA should first move forward to implement a standardized state premises ID system.**
- **Industry Education**

Funding (cont.)

- **After an initial voluntary phase-in and successful implementation testing of the system, the Plan should evolve to one with participation requirements.**
- **A “critical mass” goal should be determined. The number is not yet known**

FUTURE POSSIBILITIES

- **Livestock Auctions**
- **Producer Programs**
- **Feedlots**
- **Marketing Niche**

In closing...

- **Just like we will never see a world as it was before 9-11, we'll never see a livestock industry as it used to be.**
- **“It's not the strongest of the species that survive, nor the most intelligent, but the one most responsive to change.”**
 - **Charles Darwin**

Bottom Line

- **We have customers around the world demanding identification and traceback...**
- **We have competitors gearing up to provide it.**

- **We don't have to change but we do have to compete with those who do!**
- **“Take change by the hand or it will take you by the throat.”**
 - **Winston Churchill**