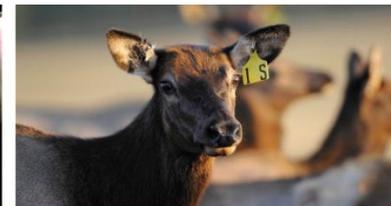
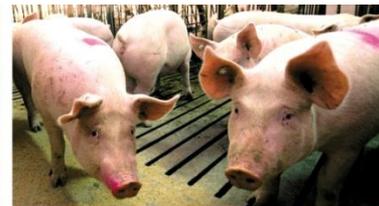


Traceability in Alberta



International Livestock Identification Association (ILIA) Conference

Traceability in Alberta
Experience and Lessons Learned



How it Works

The three major components of Alberta's traceability system are:

- **premises identification**
- **animal identification**
- **animal movement tracking**

Together, these components provide a robust risk management platform, while supporting product differentiation.



Premises Identification

- PID links farm animals to specific locations.
- Livestock owners and commingling site operators, like feedlots, register their premises with the ARD.
- The system allows officials to rapidly determine the location of livestock and poultry operations within a radius.



Animal Identification

- Individual and lot animal identification is important for tracing movement through various stages of production.
- It is important for disease investigation and response, surveillance, food safety and market differentiation.
- Requirements are determined nationally.



Animal Movement Tracking

- Animal Movement Tracking is the ability to follow an animal through stages of production, feeding, and processing.
- Information is documented through inspected manifests and transportation permits.
- Vital for trace-backs performed by Alberta's Chief Provincial Veterinarian's Office and the Canadian Food Inspection Agency.



A Long History

- Elements of traceability are not new to Canadian agriculture.
- Tags, tattoos, brands, flock sheets, manifests, and other paper-based logbooks such as calving books are all components of traceability that have been employed for many years by both industry and government.



Why Traceability?

- To better prevent, prepare, respond and recover from animal/plant health, human health and food safety emergencies
- To ensure that our production capacity and market access are not jeopardized
- To differentiate products.

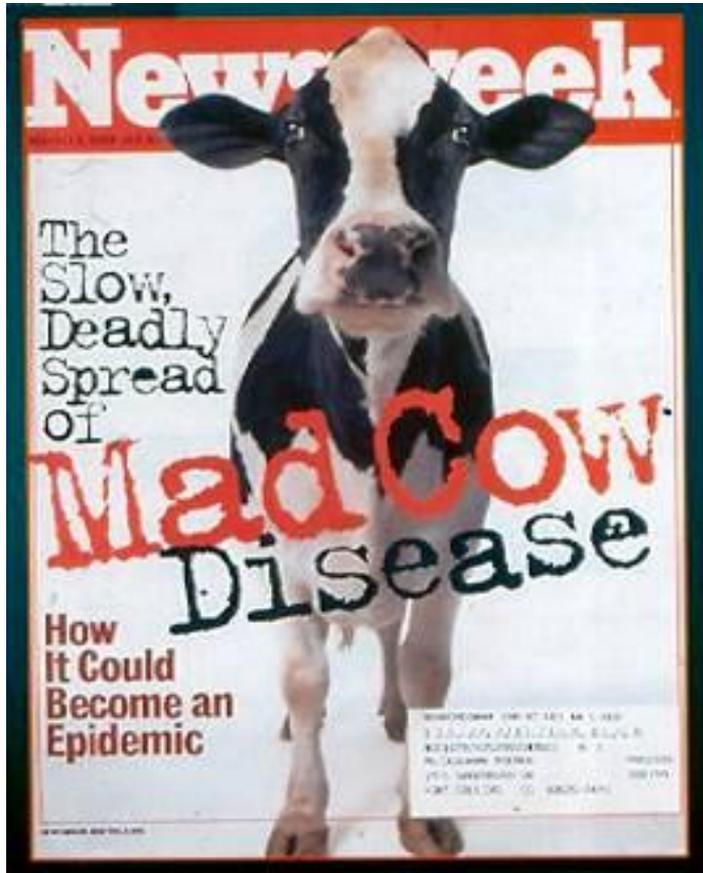


Why?

Having a traceability system in place minimizes the effects on commerce in the event of an animal health emergency.



Why Traceability?



The BSE experience has taught us the price is too high *not* to have a world class traceability system in place



Why Traceability?

- “The losses to the Canadian beef sector from BSE between May 2003 and May 2005 were estimated to be over \$4.0 Billion.”
- Reduce costs in managing disease outbreaks (in an FMD outbreak, traceability could reduce costs in Canada by \$21B; in the USA by \$200B).
- Reduce impacts of zoonotics (diseases that can be transmitted from animals to humans)
- Contribute to maintaining existing markets and regaining lost markets in the event of a disease outbreak. Age verification for Japan, U.S. markets
- Enhance animal welfare by locating animals during natural disasters.



Why Traceability?

Economic Benefits Of Animal Tracing In The Cattle Production Sector

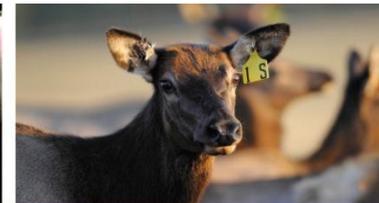
If tracking time could be reduced from:	Loss avoided from decreasing tracking time to two days		Loss as a percentage of value of the Texas cattle production sector
	at least	at most	
8 days to 2 days	\$ 3.4 billion	\$ 7.2 billion	20% to 44%
7 days to 2 days	\$ 2.1 billion	\$ 6.8 billion	13% to 43%
4 days to 2 days	\$ 78,000	\$ 2.4 billion	< 1% to 13%
3 days to 2 days	\$ 26,000	\$ 207,000	< 1% to <1%

Annual costs of the NAIS for the Texas cattle industry were estimated to be \$112 million.

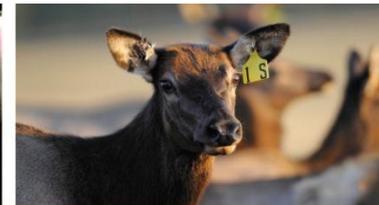
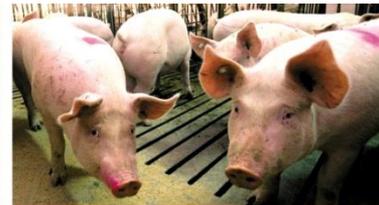
SOURCE: Levan Elbakidge (Texas A&M University) August 2007.

Source: Tiffin
Conference Series, Jan
2008 – Gary Smith

**Alberta = 38% of
Texas in Beef Cows
#’s**



Why Traceability?



2006-Traceability Unit Established

- In May 2006, ARD created a traceability unit to engage Alberta's agriculture and agri-food industry.
- The Unit comprised 3 FTEs and limited budget.
- Sought opportunities to partner with private industry in developing retail trace back, product and animal identification and full animal/value attribute tracking.
- Building to achieve three outcomes:
 1. Emergency management - prevention, preparedness, response, and recovery for food safety and public health events, including effective containment of zoonotic disease outbreaks and food safety recall;
 2. Address industry interests for zoning, swifter border reopening and market access to minimize the economic impact of disease outbreaks; and,
 3. Support industry's individual interests for more informed decision making, enhanced supply chain management and operational efficiencies.



2006-FPT Ministers' Announcement

June 2006

- Ministers' committed to phasing-in an enhanced National Agriculture and Food Traceability System applicable to all livestock and poultry.
- Agreed to create an industry advisory group to work with officials to develop an implementation plan.
- Within the national framework, provinces/territories agreed to lead the implementation process for multi-commodity premises identification, with a goal to have the infrastructure for animal and premises identification in place by December 2007.



2008-Alberta Livestock and Meat Strategy (ALMS)

- On June 5, 2008, ALMS unveiled by Minister
- AFRP II - \$300 million
- Key Priorities
 - Shared Vision
 - Animal Health and Food Safety
 - Alberta Livestock Traceability
 - Marketing and Diversification initiatives
 - Cost Reduction and Regulatory Barriers Initiatives



AFRP II

- Key requirements to receive payment by January 1, 2009:
 - Apply for a PID number
 - Age Verify 2008 Calves
 - Feedlots ≥ 5000 head annually must report move-in and move-out (if not going to slaughter) information to CCIA.



Outcomes

- Division created with 12 FTEs and resources.
- Several thousand PID applications received.
- PID system-build initiated.
- 85 percent AB calf crop age verified.
- Feedlots ≥ 5000 head annually began reporting move-in and move-out (if not going to slaughter) information to CCIA.



2009-FPT Ministers' Announcement

July 2009

- That a mandatory comprehensive national traceability system for livestock will be in place by 2011.
- Implementation will be supported by national funding and a regulatory framework.
- Industry will be engaged on the timing of implementation for each species.
- All provinces are committed to having premises identified and verified by January 1, 2011.

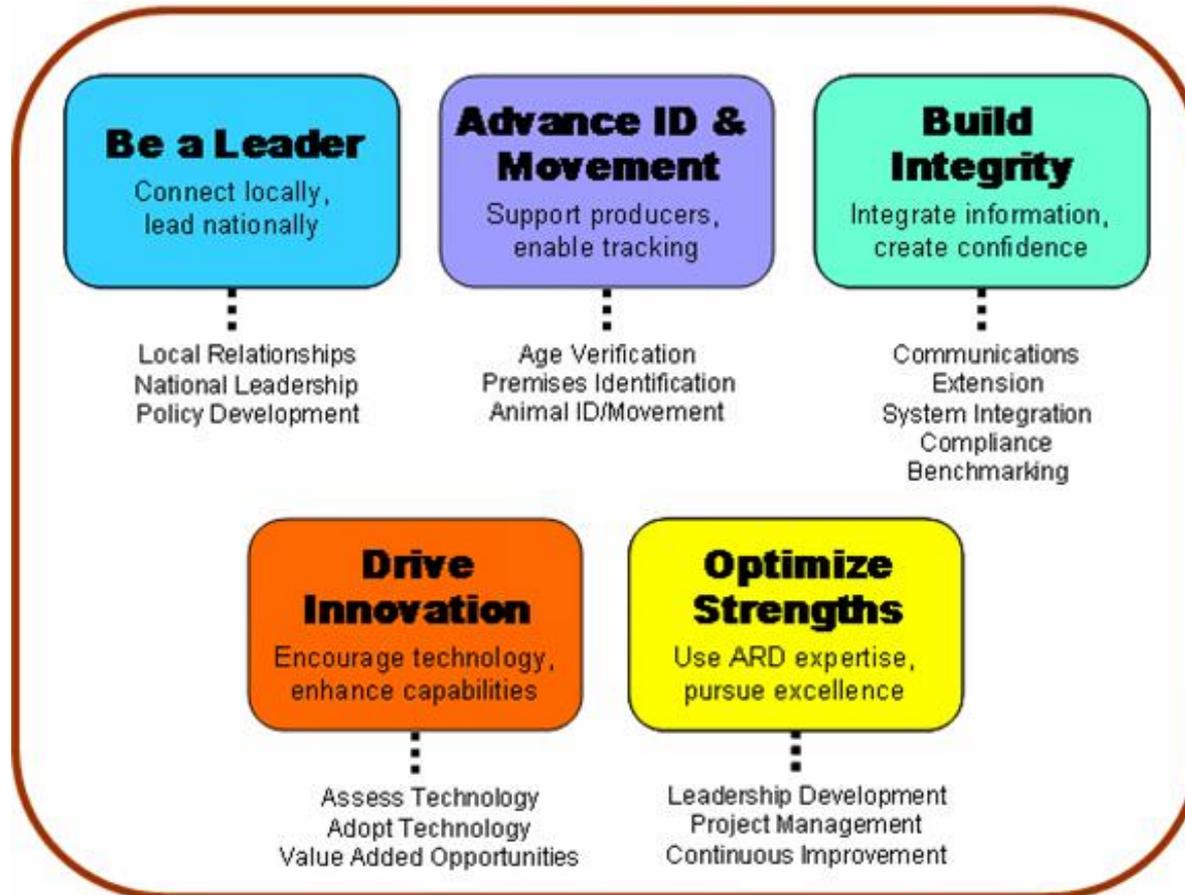


Alberta Objectives

- By 2012, Alberta has a robust and reliable traceability system that delivers full confidence in source verification for all livestock species, including cattle, hogs, sheep, poultry and horses. This includes having in place 48-hour emergency response and tracking capabilities.
- Alberta cattle producers exceed 85% age verification of calf crop in 2009-12.
- 100% of Alberta livestock premises are identified by 2010.



Strategies



Key Alberta Projects

Cattle
Traceability

Hog
Traceability

Other
Livestock
and Poultry
Traceability

Premises
ID

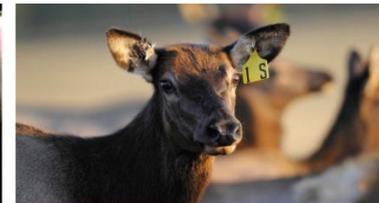
Traceability
IT Plan

Age
Verification

Compliance

Communication

Extension/Training



Legislative Framework

- *Alberta Animal Health Act*
 - Includes all domestic animals, excluding pets
 - Enables full traceability and swift response to disease issues
 - Authority for a decisive response
 - Diseases threatening public health
- Proclaimed (in part) on January 1, 2009 with two traceability regulations:
 - Traceability Premises Identification
 - Traceability Cattle Identification
- *Livestock Identification and Commerce Act (& Regulation)*
 - Provincial Movement recording of livestock
- *Health of Animals Act (Federal)*
 - RFID Tagging Requirements from Herd of Origin to tag retirement at slaughter or death



Traceability in Alberta

- Three organizations are key to Alberta's traceability system and together they collect the three components of traceability information, premises identification, animal identification, and movement data.
 - Alberta Agriculture and Rural Development (ARD)
 - The Canadian Cattle Identification Agency (CCIA)
 - Livestock Identification Services (LIS)



***Premises ID**

*** *Animal Health Act + Traceability Regulations***

***Industry Engagement**

***Animal ID**

***National System**

*** *Health of Animals Act + Regulations***

***Industry Led**

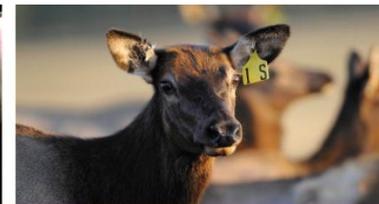
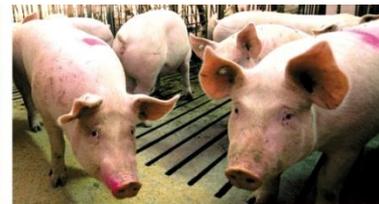
***Movement Tracking**

*** *Livestock Identification and Commerce Act (LICA)***

***90 Livestock Inspectors**

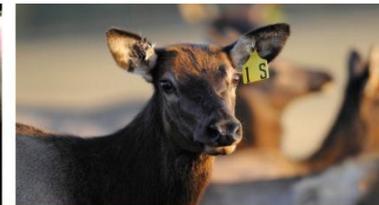
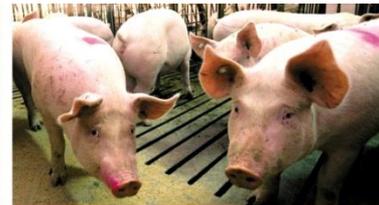
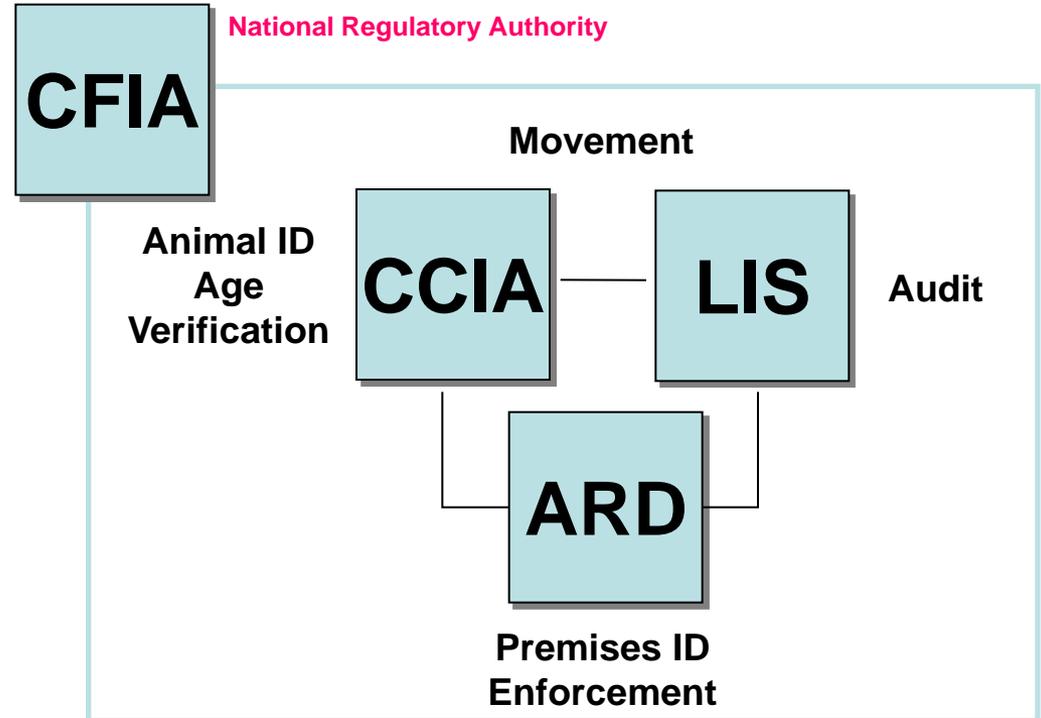
***Audit & Verification**

***Industry Led**



Strategic Alliances

- Solidify an Alberta Traceability Partnership between:
 - The Canadian Cattle Identification Agency (CCIA)
 - Livestock Identification Services (LIS)
 - Alberta Agriculture and Rural Development (ARD)



Growing Forward – Alberta

Traceability Grant Programs

- **RFID Technology Assistance** - Increase the utilization of RFID technologies throughout the supply chain
 - Max. of \$20,000 assistance for Feedlots/Backgrounders feeding more than 1,000 head of cattle annually
 - 70/30 Cost-Sharing
- **Pilot Projects** - Evaluate and understand the benefits and costs of traceability technologies for key sectors in the food supply chain
 - Max. of \$100,000 assistance
 - 70/30 Cost-Sharing (For-Profit) & 100% (Non-Profit)
- **Training** - Designed to support training initiatives that increase the knowledge and capacity of industry and supply chain participants
 - Max. of \$25,000 assistance (industry groups, non-profits. etc.)
 - 100% Cost-Sharing



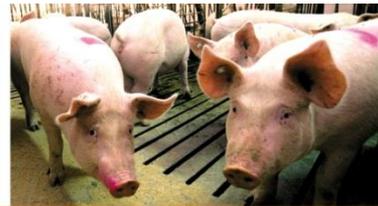
Growing Forward – Alberta

Traceability Non-Grant Initiatives

- **3rd Party Traceability Outreach Initiative**
 - contracts locally based organizations (LIS, ASBs, Vet Clinics, Forage Assoc.) to provide outreach and age verification services to producers for free-of-charge
- **Traceability Training/Extension Initiative**
 - supports regionally-based ARD/CCIA/LIS fieldstaff to provide education, extension and assistance to producers
- **Traceability Communications**
 - supports manpower costs to develop communication and extension materials to increase producers knowledge and understanding of traceability

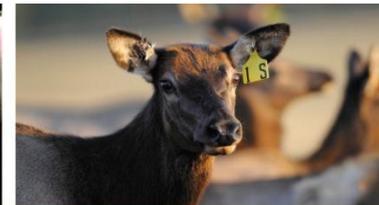
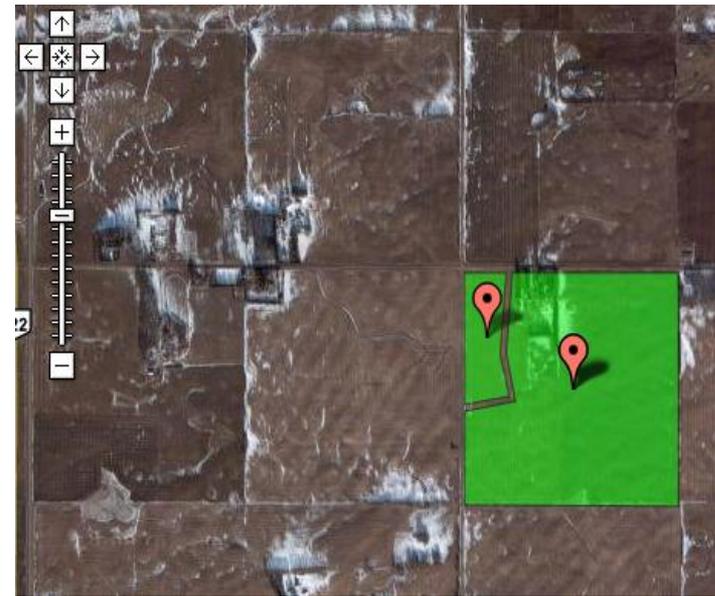
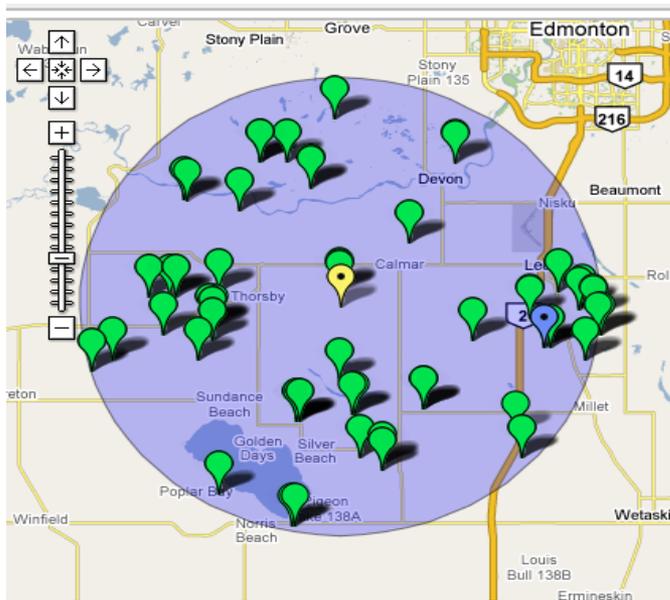


Outcomes/Success/ Lessons Learned



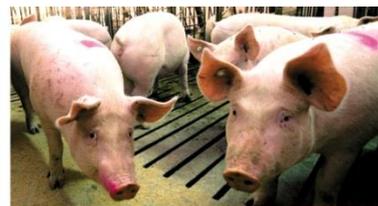
Alberta Premises ID System

- Province has implemented a fully functional electronic premises ID system with unique mapping capabilities
 - utilizes Google Maps for display and visual manipulation



Outcomes and Success to Date

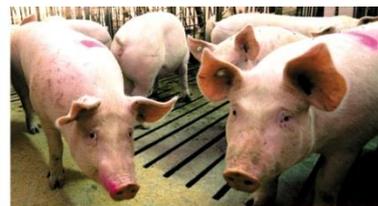
- 25,000 Premises identified and verified
- Premises ID system built and utilized in H1N1, FMD scare
- Over 1.3 million calves age verified in 2009 (80% of the '09 calf crop as of June 2010)
- 14,097 Alberta producers have age verified their 2009 calves; compares to 13,394 who age verified their 2008 calves
- ≥ 5000 head feedlots reporting move-in information – January 1, 2009
- ≥ 1000 head feedlots reporting move-in information – March 1, 2010



Outcomes and Success to Date

- Industry/Government working groups established and working collaboratively for cattle, hog, and lamb traceability
- Industry/government partnerships established – LIS, CCIA, AB Pork
- Traceability implementation principles established with the Cattle industry
- Principles established with the cattle industry
- MOUs completed and underway

- 3rd yr of an integrated lamb traceability project underway
- Auction market pilot underway
- Swine pilot completed – farm to slaughter Regulation drafted
- Horse ID projects underway
- Markets re-opened in 2009 to under 30 month beef:
 - Russia, Colombia, Saudi Arabia, Jordan, Hong Kong, Panama



Approaches to Implementation and Lessons Learned

Industry/Government Working Group

- Discuss Issues/Policy - Leverage Stakeholder Relationships - Set Direction/Timelines

Pilot Projects

- Test Technology - Test Feasibility/Practicality/Cost/Benefit

Establish Policy/Regulation

- Draft Regulation - Consult Industry on Policy - Announce

Programs

- Appropriate program(s) for easy industry transition

Announce

- Public announcement

Implementation

- Start collecting data - communication/extension/advocacy – inform/train/change Behavior

Compliance

- Inform, Educate, Audit, Advising, ..., Enforce (only as last resort)



Experiences in Traceability – Requirements for Success

- Industry/government working groups are key - coordination amongst all players – one clear signal to industry and government
- Phase-in (helps build in compliance/buy-in)
- Local services/extension packages - Efficient, professional system and support
- Legislative framework
- Government financial support
- Low cost, simple, accurate systems
- Fair cost/benefit sharing
- Vision, performance measures, process and plan
- Studies/pilots to demonstrate benefits
- Consultative/partnership approaches - utilize existing systems and players – don't try to re-invent
- Patience – implementation will take a while
- Dedicated, skilled and professional staff and resources



Traceability in Alberta



Thank you!

Questions?

