The Canadian Cattle Identification Agency
About the CCIA

The Canadian Cattle Identification Agency (CCIA) was incorporated to establish a national cattle identification program to provide efficient trace back and containment of serious animal health and food safety concerns in the Canadian cattle herd.

The CCIA:

– Was founded in 1998, with full implementation of the cattle identification program in July 2002
– Is industry initiated, industry led
– Is led by a board of directors composed of all sectors of industry
– Has achieved 99-100% program compliance
CCIA Board of Directors

CCIA Executive Committee (Elected by Board)

• Steve Primrose, Past Chair
  – Canadian Cattle Dealer Association

• Darcy Eddleston, Chair
  – Alberta Beef Producers

• Rick Wright, Vice Chair
  – Livestock Marketing Association of Canada

• Terry Kremeniuk, Chair Finance & Audit Committee
  – Canadian Bison Association

• Dan Darling, Director at Large
  – Canadian Cattlemen’s Association

• Dr. Pat Burrage, Director at Large
  – Canadian Veterinary Medical Association
CCIA Board of Directors

- Theresa Zuk - Manitoba Cattle Producers Association
- Jack de Boer - Alberta Cattle Feeders Association
- Glenn Cherry - Livestock ID for Dairy
- Dave Kasko - Canadian Meat Council
- Gib Drury - Quebec Cattle Producers’ Federation
- Glenn Olexson - Canadian Meat Council
- Bob Gordanier - Ontario Cattlemen’s Association
- Mark Elford - Saskatchewan Stockgrowers’ Association
- Pat Hayes - Canadian Cattlemen’s Association
- Art Devick - British Columbia Cattlemen’s Association
- Martin Rossmann - Canadian Cattlemen’s Association
- Jamie Whalen - Atlantic Canada

- Board Liaisons: CFIA, AAFC
CCIA & Three Pillars of Traceability

Animal ID – full implementation of the animal ID program in July 2002

Premises ID – provides unique identification of a physical land location and is required for movement or sighted events

Movement – recording movement associates an individual animal identification number with a location (premises id) and time (date)
A CCIA Approved tag is applied to the ear prior to leaving the farm of origin.

All tags are visually and electronically imbedded with a unique identification number that is allocated from the national database and then distributed to producers through authorized tag dealers.
The national tag distribution network securely reports all tag issuance records directly to the national database.

The unique number of each individual animal is maintained to the point of export of carcass inspection where the animal is either approved for consumption or condemned.
**Animal Identification**

- Animals tagged after birth with a CCIA approved RFID tag

- ISO (International Organization for Standardization) 11784 code structure
  - Tag reads when scanned as: 124 (Country Code) 000299999999 (Unique ID Number)

- If tag is lost a new one is put in and cross-referenced to the previous number
Animal Identification

- Six approved tags and five approved manufacturers
- All tags are yellow with the CCIA trademark ™ Maple Leaf and the “CA”
Premises Identification

- The assignment of a randomly generated, unique identification number to a physical land location referred to as a PLA ID or PID
- In order to move-in or move-out animals to and from a premises in the CLTS, a CLTS PLA ID is required
Movement & Sighting

• Associates the animal identification number with a location and date.

• Dependent upon Premises ID and Animal ID.

• Requires an efficient data collection system for rapid data acquisition, which is achieved with the transition to RFID and automated reading installations.

• Will incorporate historical detail that can be searched based on a Premises ID, Animal ID or a date.
Value Added

• Non-regulatory animal attributes
• Utilized for marketing purposes
• Examples of existing protocols:
  – Age Verification
  – Angus Verified
  – Express Verified
• Benefits:
  – Potential for increased market access
  – Additional product information for consumers
  – Clearly differentiate Canadian beef from competitors
The Future of Traceability

Canada’s federal, provincial and territorial Ministers of Agriculture announced that a mandatory, comprehensive, national system for livestock will be in place by 2011. CCIA, industry and governments are working together to develop and attain achievable timelines to provide a sustainable system for the future.
Provincial Partnerships

Working together to deliver traceability:

• Animal ID – CCIA
• Premises ID – Provincial Government
• Movement – LIS/CCIA
• Field Services (MFR,PSR)
Committees

The CCIA participates in the following Committees:

• Cattle Implementation Plan Working Group
  – propose a phased-in approach to full traceability (industry and government)

• Age Verification Working Group
  – provide recommendations for a functional and accurate age determination system (industry and government)
Challenges

Substantial Growth
– Animal ID to Traceability resources: human and financial

Premises ID
– CCIA must enter into an agreement with each of the provinces, who may have varying requirements
Challenges

Market Access
- AV vs Dentition vs A40 (U.S. system)
- Exports – U.S. is working on an agreement to sell under-30-month beef into Japan with dentition

Sustainability of the System
- Who is going to pay to maintain the system?
Challenges

Producer ‘buy-in’
- Producers are resistant to mandatory
- Federal government plans are for a mandatory traceability system by 2011

Technology
- Data Integrity – Producer education and communication is required
Achievements

Database Usage
• Average Daily Events (Jan 2006-Jun 2009) - 95,119

Statistics as of June 30, 2010:
Animal ID
• More than 70 million allocated animal identification numbers

Movement across Canada
• Move In: 3,614,434

Age Verification
• More than 10 million animal birthdates are recorded in the CLTS
• More than 52% of the 2008 Canadian calves are Age Verified
• Approximately 41% of the 2009 Canadian calves are Age Verified
Where Are We Going?

• More research required
• Understand the benefits
• Determine roles for everyone
A strong and credible traceability system will assist to ensure Canada remains a leading producer and marketer of beef domestically and internationally.
Thank You

For more information please contact:
Canadian Cattle Identification Agency
Phone: 877-909-BEEF (2333)
Fax: 403-275-1668
Website: www.canadaid.ca