

Is the Ability to Track and Trace Animals Important to Your Business

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Traceability

The Concept

Originally...



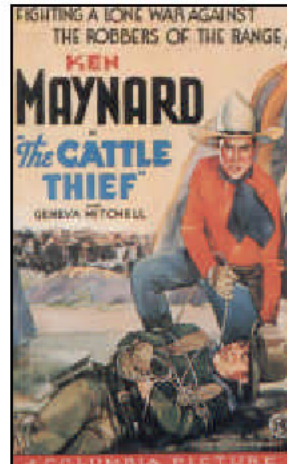
Branding as means of ID



Brands are read from top to bottom and left to right



Used for livestock but also for humans. "Raise your right hand" in the courtroom has origin in practice to brand the right palm of criminals. "M" for manslaughter



Proof of Ownership and Theft Deterrent

- Mandatory in AB since 1878
- Registered (Brand Recorder)
- RCMP major role

Proof of Ownership and Theft Deterrent



- Do not steal this horse
- It belongs to the Royal Canadian Mounted Police

Traceability

Disease Control

A routine test yields a positive result



This bull was slaughtered two weeks ago

Disclaimer

- This is a principle and NOT specific to BSE
- There are numerous other Foreign Animal Diseases which are potentially disastrous for the industry

Where did the bull come from?
Where is the meat?



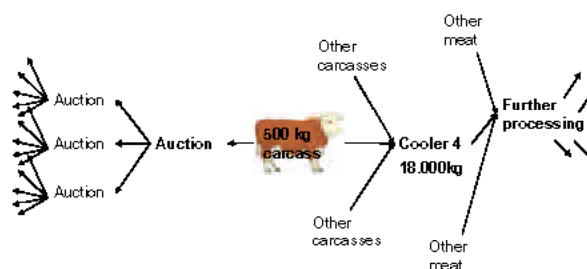
Trace-Back

Trace-Forward

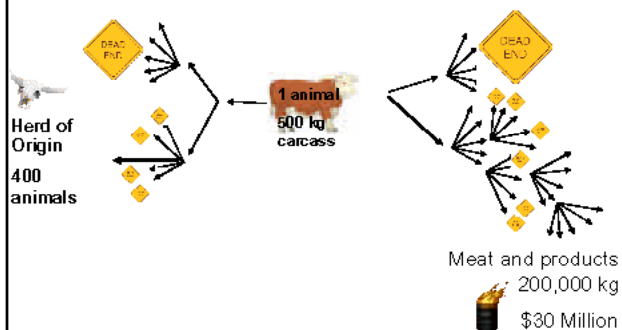
- Herd of origin
- Contact animals

- Where is the meat?
- Where are the inedibles?

Tracing



Tracing



Identification System In Place

Trace-Back ← → **Trace-Forward**

- Herd of origin
- Movement
- Contact animals
- History



- Fate of meat and inedibles, down to individual packages

Various system possibilities
(number, RFID, DNA, barcode, ...)

Public vs. Private Goods

- Traceability systems have been implemented for different reasons and at different speeds
 - EU – public health issue = public good = regulatory requirement
 - US – market issue (willingness to pay) = private good = private marketing chain decision

Other Species



Brown Water Python

- Theft deterrence
- Inventory control
- Identification of one specimen in a group of very similar animals

Is Traceability Important To Your Business?

Question to answer:

What are the consequences of your inability to identify one particular, single animal?

At the end of the day, it is your business decision.



Thank You!