

# Animal Identification and Information Systems Committee Report

2008 Mid Year Report

September 2008



**Chair: Glenn Fischer, Allflex USA, Inc.**

**Vice Chair: Victor Velez, California Department of Food and Agriculture**

Much of the discussion during the past few months has focused on a few important issues at both the industry and Association level... these issues are summarized below:

## 1. ID/INFO EXPO 2009.

The leadership of the committee and the Board has fully vetted the commitment needed to confirm ID/INFO EXPO 2009, and we have recommended that the event be scheduled for Kansas City on August 24-28, 2009. The overarching consensus is an important event for industry and a critical franchise for NIAA drove the positive consideration for this commitment. Initial communication plans are being developed, and the first advance notice (to set a date in the agribusiness calendar of events) has been made out to stakeholders.

## 2. NIAA Identification Newsletter.

Much discussion has taken place during the past 60 days regarding the development of an NIAA Identification Newsletter to keep stakeholders abreast of the continued evolution of this important topic. The initial discussion focused on a quarterly print and electronic version, but after review of the costs and evaluating the limited potential for high dollar sponsorships, the decision has been taken to evaluate this as a regular e-newsletter. Currently, the financial modeling for such an e-newsletter is under review, with a target of 12 monthly issues being developed and distributed by the NIAA. It is the strong recommendation of the committee leadership that we continue to work to develop a workable financial model, and look towards taking the important step of moving to market with this product in the 4<sup>th</sup> Quarter... this product will clearly enhance and reinforce the NIAA industry leadership on Identification, and will be an invaluable tool to foreshadow both the content and the broad industry importance of ID/INFO EXPO 2009.

## 3. Country of Origin Labeling (COOL).

As we move closer to the effective date of the September 30, 2008 implementation of the Country of Origin Labeling laws, several committee members have taken an active role in both working to understand the legislation and to develop workable solutions and models for producers to comply. In the past few weeks, several committee members were engaged in a broad industry initiative to develop workable affidavits as part of the compliance program, which has now been published (on the LMA website). The use of NAIS-accredited '840' ID devices has also been noted in the current language as providing 'safe harbor' for participants in the National ID system. The committee will continue to monitor this important issue, and look for the proper mechanism to communicate this information back to the committee and industry stakeholders.