



# “Traceability and ID Systems Developing in USA Export Trade Competitors and Customers”



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1000 people working with some 40 regulatory ID programs globally.

- The EU 27
- Japan / S.Korea
- NA = Canada / Mexico. Michigan...
- Australia / NZ
- South America (Brazil; Uruguay, Chile, Argentina)
- Southern Africa (Botswana; Namibia)



# Global commonalities - Drivers

- Drivers in each program have some commonality:
- Couched typically as Epidemiological, or Animal Disease control but the reality is the drivers are (historically) primarily Economic
  - Food security
    - If animals die or are unfit for consumption, we go short of food
  - Preservation of local economy
    - If a region is unable to produce for a period of time, it causes social restructure



# Global commonalities - Drivers

## – Market access

- Non tariff trade barrier: ‘If my farmers have to, so do yours if you want to sell to me’.
- Can be a lot more complex, e.g. Namibia; technology transfer; “Sustainability”

## – Consumer confidence.

- BSE outbreak in the UK was the first driver for traceability in the EU to restore consumer confidence.
- No such thing as nearly safe; you cannot differentiate on safety, it is assumed.



# Global Standards?



Organisation  
Mondiale  
de la Santé  
Animale

World  
Organisation  
for Animal  
Health

Organización  
Mundial  
de Sanidad  
Animal

- OIE and Codex have mandate to set standards for animal ID and traceability (May 2007 onwards), e.g. GST GS1
- Currently provides a background and is not widely recognized, since most developed countries are already ahead.



# Customers





# Europe

- All 27 Countries; Cattle & Sheep (some also Swine)
- Common Rules; Localized
- Individual tagging at birth
- Animal Movement recording / paper passports
- Cattle = Double Visual tags moving to RFID
- Sheep = RFID...





# Japan (+ South Korea)

- Similar to Europe i.e.:
- Tagging at Birth
- Animal Movement Recording
- Legal penalties – Jail...
- Food Safety = Cultural
- Major Importer
- Regionally:
  - Taiwan / Thailand limited developing systems
  - **China** is showing early stage movement: Central / Provincial





# Exporters





# Australia

- Mandatory cattle EID before movement off farm
- 30 Million movements per year recorded at over 99%
- Moving to Sheep (Victoria)
- Key Asian Exporter; use Traceability to appeal to cultural needs

# New Zealand

- Critical exporter of Dairy and lamb

**Remember**  
Your Property Identification Code  
**(PIC)**

Victoria  
The Place To Be  
DEPARTMENT OF PRIMARY INDUSTRIES  
National Livestock Identification Scheme

Jane Citizen  
Lightop Cattle Stud  
Blue Gum Road  
BIG RIVER

**Property Identification Code (PIC)**  
**3ABCD123**  
Use this card when buying cattle.

When buying cattle, you must immediately provide the Property Identification Code (PIC) for the next property on which the cattle are to be kept.

The PIC must be recorded by the selling agent so that if necessary, cattle can be successfully traced. This will also enable transactions involving NLIS identified cattle to be registered on the NLIS database.

So remember, when buying cattle bring your PIC card...and help protect your industry.

\*For information contact the Department of Primary Industries' Helpline on 1800 675 779 or visit [www.dpi.vic.gov.au](http://www.dpi.vic.gov.au)

National Livestock Identification Scheme  
The State of Victoria, Department of Primary Industries, April 2003  
[www.nlis.gov.au](http://www.nlis.gov.au)

Victoria  
The Place To Be



**A 15 minute powernap could save your life. TAC**



# Canada

- National ID Mandatory since 2002
- Visual moved to EID in 2005
- Provincial differences in Movement Recording





# Canada

- National ID Mandatory since 2002
- Visual moved to EID in 2005
- Provincial differences in Movement Recording





# South America

## Uruguay

- Mandatory EID (with accompanying visual tag) for all cattle since Sept 06'. Subsidized tags.
- Full traceability on target Sept 2011.
- Used extensively as a marketing tool (more cattle than people), e.g. President presented the system in Shanghai



# South America

## Brazil

- Complicated and in transition
- 2004 SISBOV; attempted to mimic EU
  - Export program, not mandatory Animal Health program.
  - i.e. double visual tags and paper passports
  - Certificadora system
- Failed the EU Food & Veterinary Office inspection in 2009



# Traceability: Non tariff trade barrier



Food Safety - From the Farm to the Fork

Important legal notice

English

EUROPA > European Commission > DG Health and Consumers > Overview > Food and Veterinary Office

Site Map | What's New | A to Z Index | Contact

Inspection Programmes | Inspection Reports | Annual Reports | Country profiles | Special Reports

printable version



## Resources

- Speeches
- Press Releases
- Health & Consumer Voice Newsletter
- Publications

## International Affairs

- Organisations
- Codex
- OIE
- WTO
- Import Conditions
- Pets and Animal Welfare
- Enlargement
- Agreements
- EU - Russia: SPS issues

## Introduction

- FVO Home page
- What is the role of the FVO?
- How does the FVO contribute?

## The Food and Veterinary Office - Introduction

### Food and Veterinary Office (FVO)

The Commission, in its role as guardian of the European Community Treaties, is responsible for ensuring that Community legislation on food safety, animal health, plant health and animal welfare is properly implemented and enforced. As a Commission service, the Food and Veterinary Office (FVO) plays an important role in fulfilling this task.

What is the role of the FVO in achieving this? [More...](#)

How does the FVO contribute to achieving this? [More...](#)

### What's new : Food and Veterinary Office - Inspection reports - Last 5 published reports

<a href="#">Ireland 2010-8508</a>	<a href="#">Luxembourg 2010-8507</a>	<a href="#">Morocco 2011-6027</a>	<a href="#">Italy 2010-8586</a>	<a href="#">Algeria 2010-8535</a>
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Country: Ireland  
 Inspection number: 2010-8508  
 Title: Public Health - Beef Traceability  
 Inspection period: Sep 2010  
 Published: 07/04/2011  
 Report: [en](#) (223 Kb)

- To see the Competent Authority comments on the Draft Report, click [here](#) (200Kb)
- To see the Competent Authority response to the report recommendations, click [here](#)

## Special Topics

Import Guidelines

FOOD AND FEED SAFETY

ANIMAL HEALTH AND WELFARE

PLANT HEALTH

FVO INSPECTIONS



# Traceability: Non tariff trade barrier

食の安全、を科学する。  
**食品安全委員会**  
 Food Safety Commission

ホーム サイトマップ English page  
 サイト内検索  
 文字サイズ拡大表示 A-A

▶ FSC Views ▶ 食品健康影響評価 (リスク評価) ▶ 意見・情報の交換 (リスクコミュニケーション) ▶ 会議開催予定と委員会の実績 ▶ 食品安全委員会とは ▶ リンク集 ▶ アーカイブ

HOME > ENGLISH > ROLE OF THE FOOD SAFETY COMMISSION

## リンク集

### Role of the Food Safety Commission

The Food Safety Commission is an organization that undertakes risk assessment, and is independent from risk management organizations such as the Ministry of Agriculture, Forestry and Fisheries, and the Ministry of Health, Labour and Welfare. By recognizing that protecting the health of the people is one of the country's most important issues, the Commission's primary goals can be summarized into three main tasks:

- 1) Conducting risk assessment on food in a scientific, independent, and fair manner, and making recommendations to relevant ministries based upon the results from the risk assessment.
- 2) Implementing risk communication among stakeholders such as consumers and food-related business operators.
- 3) Responding to food-borne accidents and emergencies.





# South America

## Brazil

- Now only 2000 farms use SISBOV
- 2 new programs in discussion, no consensus
  - New SISBOV, similar to current (IN 65)
  - Federation of exporters; Australian Model
- Environmental drivers: Deforestation
- Growing middle class = higher prices domestically than the EU



# South America

## Argentina

- Mandatory ID, Visual tags before cattle enter commerce.
- Politics:
  - Exports restricted to 15% of production today
  - Potential to be a meat importer inside 10 years

Regional activity: e.g. Chile; Paraguay; Columbia



# Mexico

- SAGARPA – Program to promote rural stability; food safety and export capability
- Originally Dairy orientated & partially subsidized through tags.
  - Incomplete program.
- Regional programs e.g. Chihuahua SICOMORA for export to the US
- National Program in discussion.





# United States: Michigan!

- First US State in March of 2007
- Driven by TB, Intra & Inter state trade needs.
- All cattle must be EID tagged with CVI before moving off farm
- More than 3 million cattle EID tagged
- Movement recording in Sale Yards & Packing Plants
- Follows the original NAIS plan and it works!
- No one has died or gone out of business...



# Global commonalities

Implementation follows a typical pattern

1. Demand
2. Rules
  1. Standards
3. Timelines



# Global commonalities

## 1. Demand

- Response to local Drivers = Demand
- Voluntary = The ‘need of the individual’. E.g. ASV; PVP;
- Regulatory = The ‘need of the many’.
  - Industry / Government partnership
  - E.g. Industry asks Government to provide the framework



# Global commonalities

## 2. Rules

- Everyone needs to know:
  - *Who* is accountable .
  - *What* to do
  - *Where* to do it,
  - *When* to do it
- ‘How’ is a critical component that takes years to be successful



# Global commonalities

2.1 Standards – Like education, critical element that evolves to local needs.

- Typically involves technology selection for:
  - a) Data
    - *Who* keeps it
    - *What* data is going to be collected
    - *Where* & by who
    - *When*



# Global commonalities

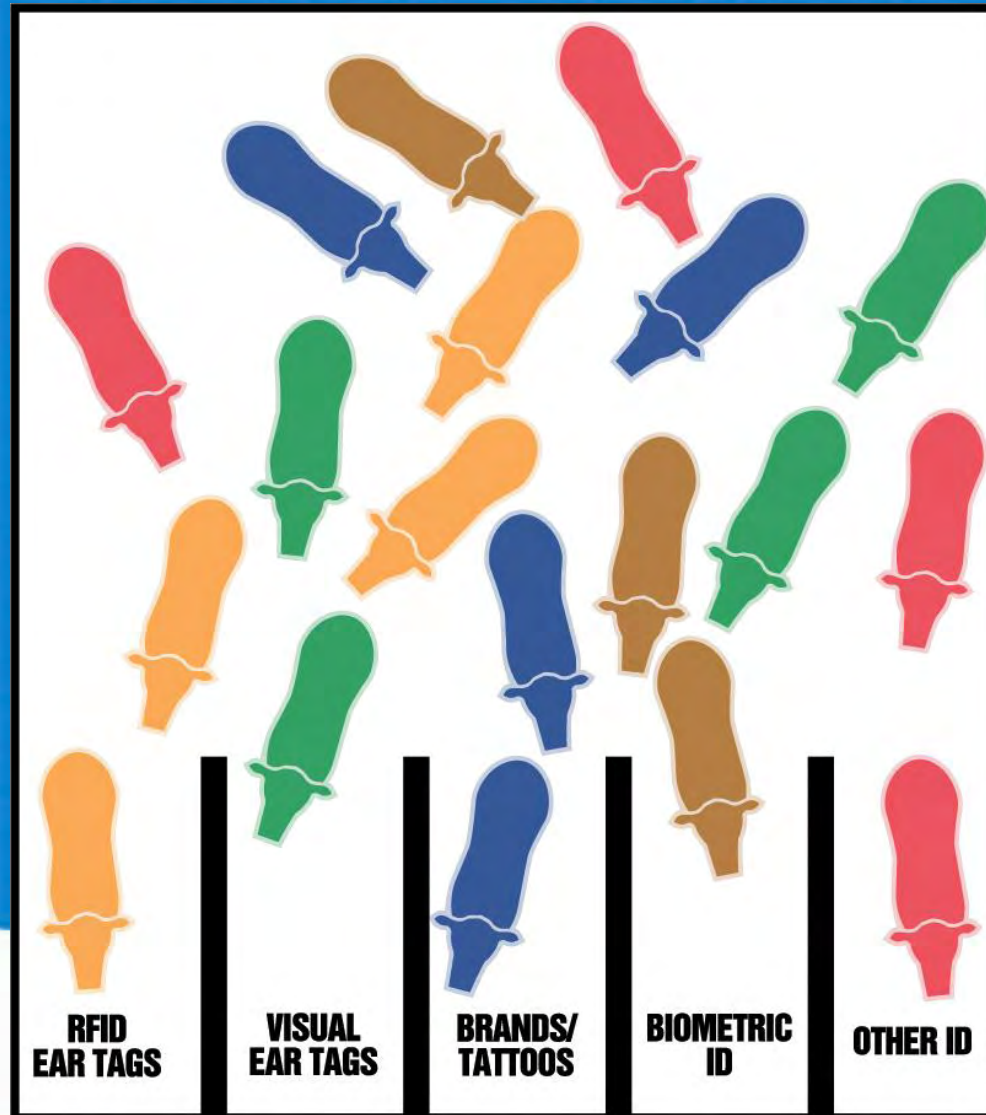
## b) Identification Devices

- Almost always one device type
  - Except during transition periods.



# Common Global Practices

- Foundation Technology & Standards
- Not Technology Neutral...





# Global commonalities

## b) ID Devices

- Trend is moving from a paper based system using visual tags to RFID (lower cost & more efficient)



015

D22

600

Steer

736

Red w/F

720

969

Red

610

434

190

620

179

blonde

540

084

075

590

460

572

650

080

wild bitch

510

680

332

640

845

A22

760

975

41

590



# Global commonalities

## b) Identification Devices

– Distribution method.

- E.g. Do I get my tags from the regulator or local store?



# Global commonalities

## 3) Timelines

- No timelines, no program...



# Summary

- Participation is determined either by individual economic need, i.e. Voluntary, or by the need of many which typically means regulatory.
  - Voluntary will not fulfill each drivers requirement.
  - A small closed loop system can work very effectively voluntarily for e.g. PVP, but is totally inadequate for e.g. Animal Disease control.



# Summary

- ID & Movement Recording
- Shared responsibilities – Industry & Animal Health Managers
- Typically seed money or cost share from State
- None of them are voluntary...



# Summary

- Programs were met with a high degree of resistance by producers
- Countries with the program, would not give them up now they have them
- General level of Management Performance increases



# Future Drivers:

## Food Security = Homeland Security

*Nov 23 2010: These trends can have severe implications for countries like the Gulf countries, which depend on commercial imports for a large share of their food consumption needs".*

January 14<sup>th</sup> 2011  
Tunisia...



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**Investments in agriculture must grow**  
**Rise in food prices make structural changes urgent**



**23 November 2010, Abu Dhabi** - The key to long-term food security lies in boosting investment in agriculture, particularly in low-income food-deficit countries, FAO Director-General Jacques Diouf said today.

The rapid increase in hunger and malnourishment since the food crisis of 2008 reveals the inadequacy of the present global food system and the urgent need for structural changes, Diouf said, addressing the Gulf Cooperation Council (GCC) Ministerial Forum on Agricultural Investment in Abu Dhabi, attended by representatives of Bahrain, Kuwait, Oman, Qatar, Saudi Arabia, and the host country, the United Arab Emirates (UAE).

Rising food prices are a serious problem in countries, like the Gulf nations, which are highly dependent on food imports.

"The food price and economic crises have had a severe impact on millions of people in all parts of the world," he said. In recent months the international prices of most agricultural commodities have increased, many of them sharply. The global food import bill could see the one trillion-dollar mark in



# Future drivers...Sustainability

- In order to feed 9 billion;
  - *We will use more Technology not less*
  - *We will farm more Intensively not less*
- But: Farmers will be more accountable.
  - For everything; inputs and outputs.
- ID is at the beginning...