



# Today's Environment

## Concerns

- Post-9/11 Food Security and Safety Concerns
- Protection of National Livestock Herd Health
- Consumer Confidence
  - Domestic
  - Export

## ● The Response

“Farm-to-table” traceability and certification addresses consumer concerns, and helps to ensure safety and security of our food supply.



# Government's Objective

- Create a traceback system that can identify all animals and premises potentially exposed to an animal with a specific animal disease within 48 hours of discovery.



**48-Hour Traceback**

# BIE- Definition

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- *The Beef Information Exchange (BIE) was created as an industry-driven solution*
- BIE is collaborative effort of leading beef industry data service providers to meet the need for low cost, national traceback while ensuring data confidentiality.
- BIE creates data sharing standards and provides a secure technical platform to facilitate information exchange.

# BIE- Goal

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- To provide a solution that enables the implementation of a National Identification and Traceback program for beef.
- Certifies compliance requirements and provides the capability to rapidly supply appropriate regulatory agencies
- Participate with all industry stakeholders and policy makers - development & implementation

# BIE- Qualifications

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- BIE Members are dominant beef industry computerized systems/data management companies (Inclusive effort)
- Over 35 Years combined experience managing individual animal data
- Millions of cattle tracked with existing systems
- Proven production management systems
- Member Companies - service and support infrastructure

# BIE- Data Trustee

**DATA SERVICE PROVIDERS**

**Ranch 1  
Provider A**

**Feedyard 2  
Provider B**

**Packer 3  
Provider C**

**DATA TRUSTEE**

**BIE- Common Data Structure**

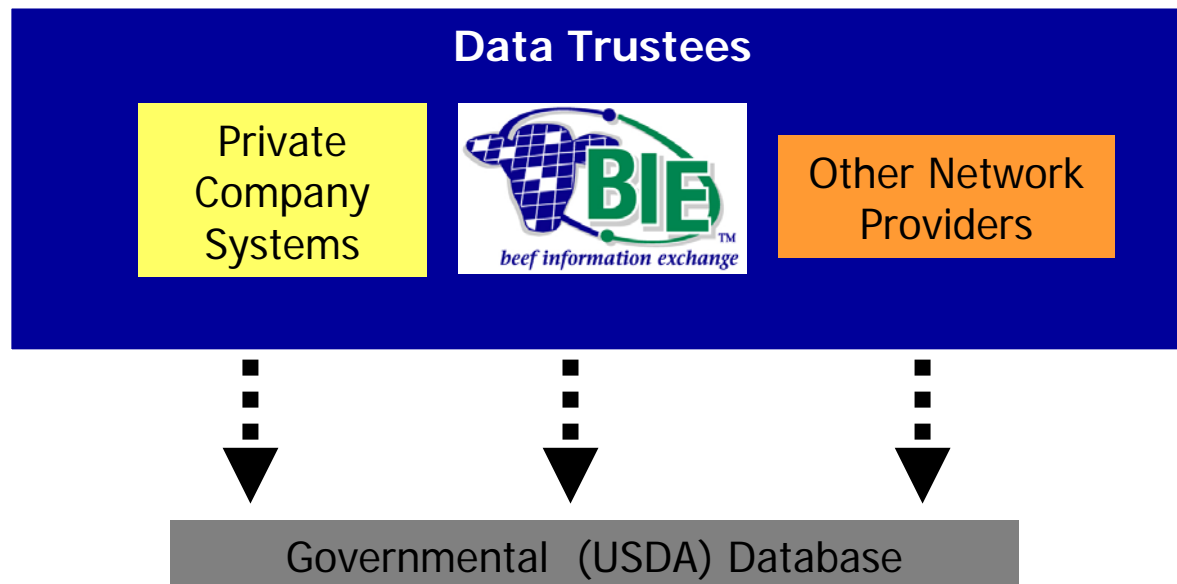


**Governmental access in case  
of emergency**

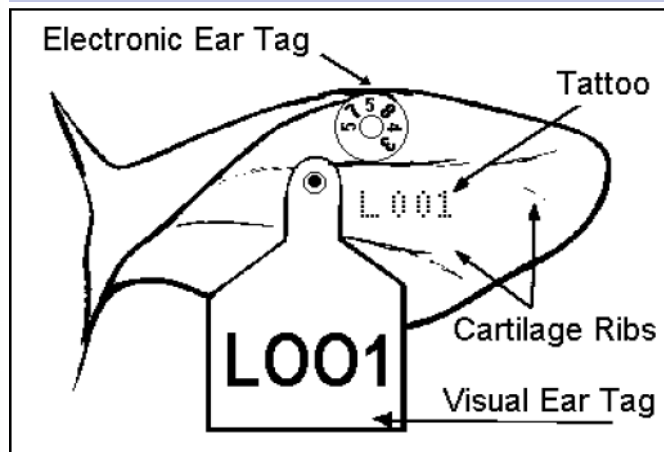


# Data Trustees

- Data Service Providers who are approved by USDA - certified and audited by industry associations
- In the event of a 48-hour traceback situation, USDA would contact data trustees
- Data trustees provide information on suspect animal identification numbers



# Individuals

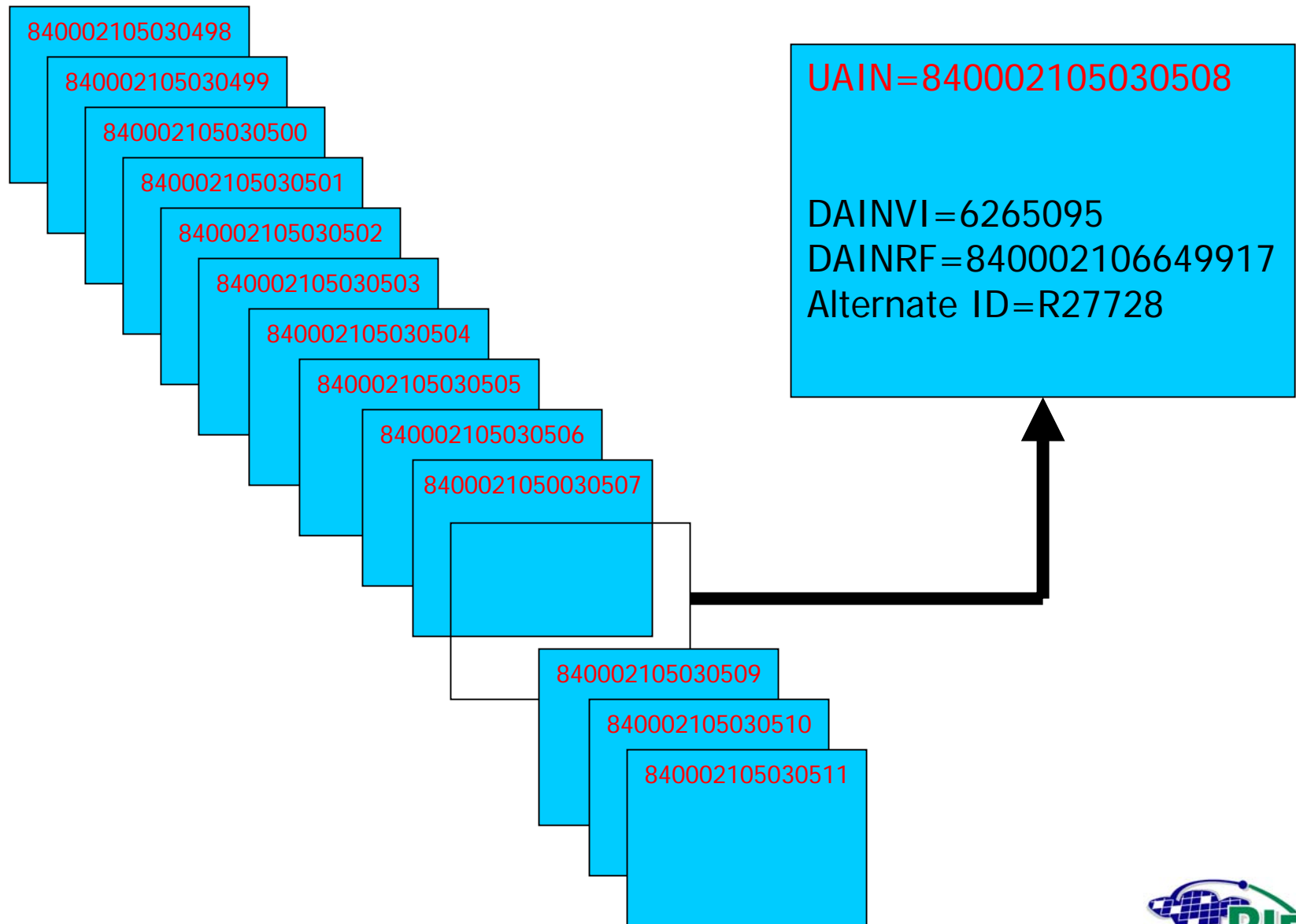


All identification **numbers**, **marks**, and **scans** linked under one

Universal number  
(**UAIN**)

<i><b>Physical Device or Method (one or more linked to UAIN)</b></i>		Required?
1. Official DAINRF Any ISO	Unique	Yes
2. Official DAINVI	Unique	Yes
3. Alternate Visual Device	May be Unique	No
4. Alternate Retinal Scan	Unique	No
5. Alternate DNA Profile	Unique	No
6. Alternate Brand/Markings	State Unique	State
7. Alternate Other	May be Unique	No

# Individuals in Database



# BIE- Benefits

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- Expedite NAIS implementation
- Producer Advocate
- Greater flexibility/convenience
- Lower Cost
- Successful sustainable implementation

# BIE- An Industry-Driven Solution

*“BIE's efforts to create a standardized format to handle individual information within our industry should enable and satisfy the USDA's requirement to perform 48-hour traceback. I'm encouraged to see these organizations working together to help the industry accomplish this difficult task. I would much rather see the processes developed from within the beef industry than dictated to us by a government agency.”*

**Scott Anderson, General Manager, Texas County Feedyard**

*“BIE is working hard to be sure that the national system for animal identification and traceability will recognize as acceptable the equipment and systems used by all five of the firms.”*

**Dr. Gary Smith, PhD., Colorado State University**

*“The BIE will play a critical role for us and others who are working hard to help cattle producers deal with the complexities of a national identification system.”*

**John Stevenson, Kentucky Beef Network**

**Thank You**

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