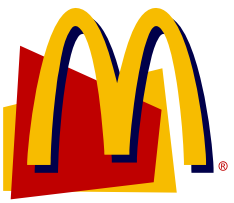




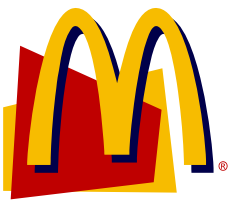
***Animal ID – Beyond
Animal Health
ID/INFO Expo 2005***

**Robert Cannell, Ph.D.
U.S. Supply Chain Management
McDonald's Corporation**



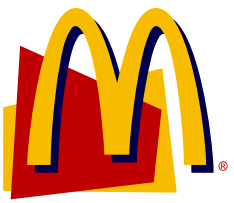
Beyond Animal Health?

- **Where Was It Born?**
 - **When Was It Born?**
 - **Where Has It Been/Where Is It Now?**
-



Beyond Animal Health?

- **Where Was It Born?**
 - Geographical Marketing
 - COOL
 - Ownership verification
 - **When Was It Born?**
 - **Where Has It Been/Where Is It Now?**
-



Beyond Animal Health?

- **Where Was It Born?**
 - Geographical Marketing
 - COOL
 - Ownership Verification
 - **When Was It Born?**
 - Sire/Dam, Genetic Information
 - Export Program Requirements
 - **Where Has It Been/Where Is It Now?**
-



Beyond Animal Health?

- **Where Was It Born?**
 - Geographical Marketing
 - COOL
 - Ownership Verification
 - **When Was It Born?**
 - Sire/Dam, Genetic Information
 - Export Program Requirements
 - **Where Has It Been/Where Is It Now?**
 - Livestock Lojack
 - Management Based Marketing Programs
-



Beyond Animal Health?

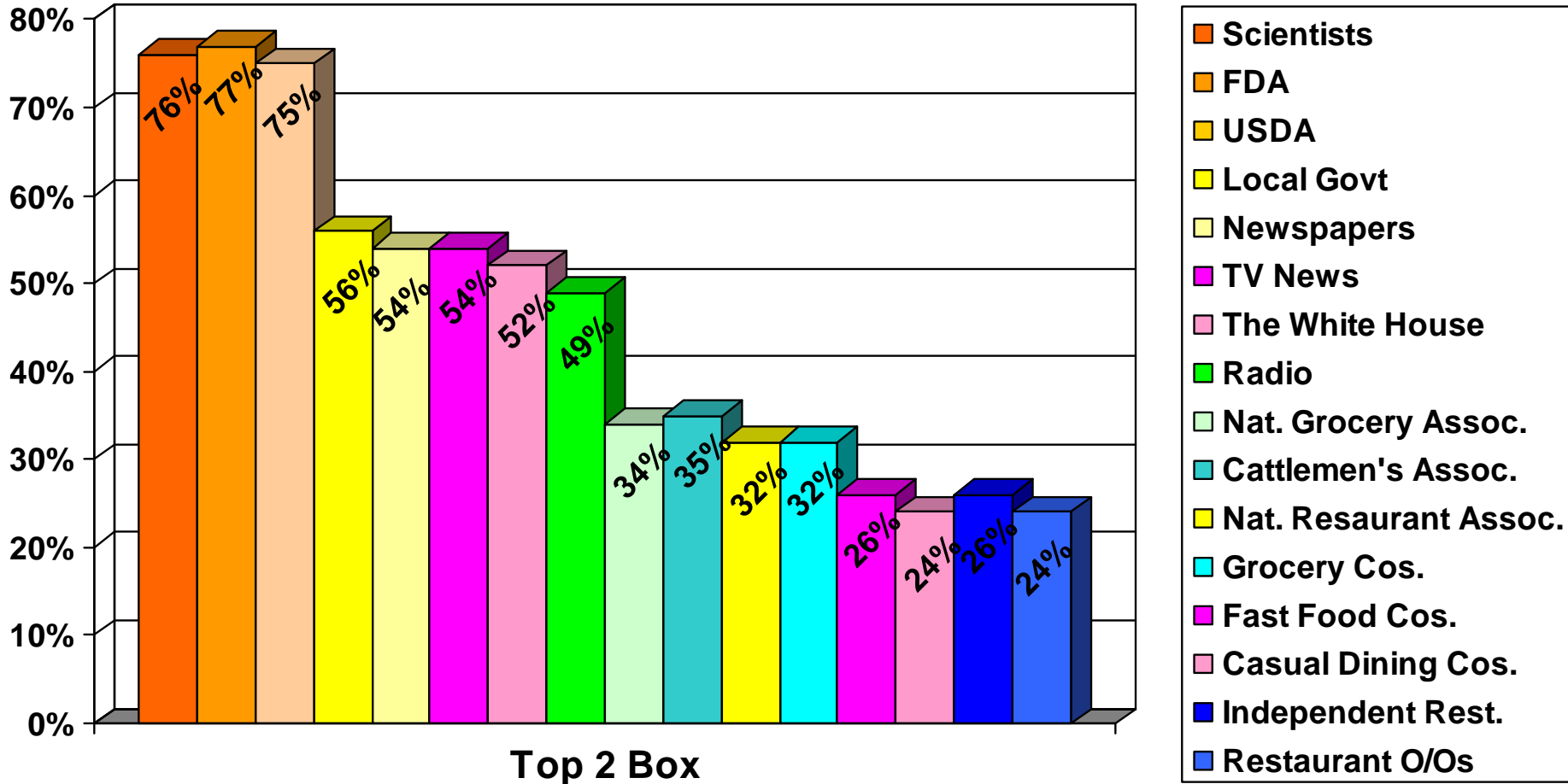
- **Animal Health or Consumer Confidence?**
- **Retailer or Restaurant**
 - Marketing
 - Tender
 - Organic
 - Local
- **USDA, Animal Health Professionals**
 - Assuring
 - Safe
 - Controlled

You don't get too far with the Marketing until you cover the Assuring



Trustworthiness - Strongly/Somewhat Trust -

Final Results for December 30th & 31st, 2003 and January 1st - 6th, 2004





What Does McDonald's Want?

***Why Does McDonald's Care About
Animal ID?***

When the U.S. Herd is 100%.....



Questions?
