



Growing Forward – A New Framework for Agriculture Policy / Traceability

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Presentation Outline

- International Perspectives – Keys to traceability success
- Brief history and Canada's experience and direction on traceability.
- The collaboration of industry and governments on livestock traceability.
- An evolution from today to 2011
- Benefits?
- Growing Forward - Governments Commitment
- Conclusion / Thoughts



International Perspective – Keys to Traceability Success

- Legislative framework
- Efficient, professional data system and user support
- Government financial support
- Low cost, simple, accurate systems
- Mandatory, but phased-in to help build capacity for compliance
- Consultative/partnership approaches
- Fair cost/benefit sharing
- Studies to demonstrate benefits
- Coordination amongst all players – one clear direction
- Vision, performance measures, plan
- Top-down does not work... but neither does bottom-up



Traceability in Canada – A Brief History

- 1990 – National Advisory Board on Animal Identification was created to coordinate livestock traceability efforts.
- 1998 – The Canadian Cattle Identification Agency (CCIA) was created to lead cattle sector's identification and traceability initiatives.
- 2000 – Creation of National Livestock Identification for Dairy – to manage national tag distribution using existing Holstein Canada resources.
- 2001 – National regulations for beef, dairy cattle, and bison.
- 2001 – Québec became the first province to formalize its commitment to traceability by creating Agri-Traçabilité Québec (ATQ), a full traceability system for cattle and sheep based on RFID technology.
- 2003 – Creation of Can-Trace – An industry-government roundtable to develop national standards for full food chain traceability.
- 2004 – Developed national regulations for sheep
- 2005 – Canadian Livestock Identification Agency (CLIA) – A multi-species organization which began development of livestock traceability standards.
- 2006 – FPT Ministers provide national traceability mandate.
- 2008 – June – Alberta invests \$356 million towards long term traceability strategy.



FPT Ministers Provided the Mandate for a National System

- FPT Agriculture Ministers Meeting June 27, 2006

“... Ministers committed to phasing-in an enhanced National Agriculture and Food Traceability System (NAFTS) applicable to all livestock and poultry. They agreed to create an industry advisory group to work with officials to develop an implementation plan. Within the national framework, provinces/territories have agreed to lead the implementation process for multi-commodity premises identification...”



The Vision is for a National Agriculture and Food Traceability System (NAFTS)

- The vision is for a secure National Agriculture and Food Traceability System to better serve citizens, industry and government. The system will provide timely, accurate and relevant information to enhance emergency management, market access, industry competitiveness, and consumer confidence.
- Details behind the vision:
 - Integrated, beginning with livestock and poultry
 - To respond to challenges and seize opportunities
 - Industry and government will work together; neither can do it alone
 - Capacity to trace products and product attributes along the food chain
 - Those benefiting will share the costs
 - Will be built on national standards.



The Industry-Government Advisory Committee (IGAC) is the NAFTA Forum for Livestock Traceability

- In August 2006, an Industry-Government Advisory Committee (IGAC) comprising the FPT governments and representatives of twenty national livestock and poultry organizations and traceability service providers was created to lead the development and implementation of the livestock and poultry components of NAFTA.
- IGAC has taken the lead on developing traceability implementation plans for the 4 priority species (cattle, hogs, sheep and poultry). Other livestock sectors are now also working on implementation plans (cervid, equine).
- IGAC has established national livestock traceability data standards and performance targets.



Through IGAC, Industry and Government are Working on Key Livestock Traceability Issues

- **Information Sharing** – to address privacy, confidentiality, and authorities to collect, keep and share information
- **Cost Sharing** – to develop a practical cost-share model
- **Communications** – to develop common and consistent messaging
- **IT Guidance** – comparable expectations of data service providers
- **Compliance and Audit** – compliance thresholds supported by audit
- **Voluntary-Mandatory** – facilitate full reporting of core traceability information
- **Research & Development** – develop a national R&D strategy



FPT Ministers Have Made a Further and Stronger Commitment

- FPT Agriculture Ministers, July 10, 2009
- *"*Ministers committed to move forward on a comprehensive national traceability system for livestock and poultry, which is critical for managing animal health and food safety issues, as well as expanding market access and driving efficiencies. They agreed that a mandatory comprehensive national system for livestock will be in place by 2011 and that implementation will be supported by national funding and regulatory framework. Ministers committed to engage key industry groups on the timing of implementation for each species. The Growing Forward policy framework and Agricultural Flexibility Fund will provide support for key elements of the national system."*
 - (* = with the exception of Saskatchewan)



NAFTS - An Evolution From....

TODAY (2006)

- Identification of cattle, sheep and bison with preliminary work on premises and movement.
- Focus on data collection to support CFIA disease outbreak, food safety, & emergency management.
- Capable but independent traceability databases and associated infrastructures (e.g. people, resources, policies).
- Industry-led process.

2011

- Full traceability of livestock and poultry, implementation plans based on risk and sector capacity.
- Focus on legitimate, multiple information uses by multiple users supported by efficient data collection system.
- “Single window access” to a number of databases that operate according to national standards and policies.
- Industry government partnership. Industry leadership within a clearly articulated and long-term government commitment.



NAFTS - An Evolution From

TODAY (2006)

- Standards largely developed commodity by commodity.
- Livestock identification/traceability.
- Mixture of sector by sector voluntary and regulatory supports.
- Costs and benefits unequally distributed across chain.

2011

- National standards that apply across all sectors with flexibility to adapt to meet individual sector needs.
- Livestock and poultry traceability within a broader context of agriculture and food traceability
- Move to comprehensive regulatory framework with supporting incentives.
- Costs shared across industry and government, commensurate with benefits received.



Traceability Benefits?

- A number of benefit studies have been performed in various jurisdictions.
- Specific Conclusions: what can traceability do?
 - Reduced costs in managing disease outbreaks (in an FMD outbreak), traceability could reduce costs in Canada by \$21 billion.
 - Reducing impacts of zoonotics (diseases that can be transmitted from animals to humans)
 - Contribute to maintain/regain markets
 - Reduce costs in administering Animal Health Programs
 - Enhance animal welfare by locating animals during natural disasters
 - Reduce the risk of unfounded liability claims by documenting who is **not** part of the problem.



Growing Forward -

FPT Governments' Commitment to Traceability

- **Through Growing Forward, governments are providing support of over \$100 million to implement traceability:**
 - Industry Infrastructure – national programs to support national traceability initiatives, with priority given to livestock and poultry.
 - Enterprise Infrastructure – Provincially-delivered programs to support individual enterprises to acquire traceability equipment.
 - \$20 million program through the Livestock Auction Traceability Initiative to upgrade handling systems in auction marts and other facilities.
 - Support provided by Agri-Flexibility, a \$500 million sub-program of Growing Forward.
- **Governments are fulfilling their responsibilities**
 - Implementation of premises identification and verification
 - Legislative and regulatory framework
 - Developing a national information management solution (portal)
 - Exploring implementation of traceability in other sectors
 - Providing leadership, cooperation and communication for change



In Conclusion, Some Thoughts

- Industry and governments are committed to collaborate.
- Technology challenges include reliability, speed, training and support, adoption, and integration.
- Economic challenges include identifying and sharing the costs and benefits.
- Dealing with issues around information sharing, compliance/audit and mandatory vs voluntary.