

Animal Identification: What Does It Mean To The Cattle Industry?

Emmit L. Rawls

Professor

Agricultural Economics

Tammy L. McKinley

Extension Assistant

Agricultural Economics



The Need

- Enhanced disease control and eradication capabilities
 - Biosecurity threats
 - Foreign animal disease outbreaks
- Meet demands of domestic and international consumers for source-verified products
 - Food safety
 - Market access



Mad cow scare hits stocks, cattle futures

Officials promote safety practices as industry prepares for millions of dollars in losses

By Kristi Arellano and Andy Vuong
Denver Post Business Writers

Cattle futures and restaurant stocks fell Wednesday in the wake

sumers that the nation's beef supply is safe after the country's first case of mad cow disease, in a single cow in Washington state, was announced Tuesday.

spreading of the disease among livestock.

The Denver-based group will probably step up its efforts to promote America beef outside the

more visual and vocal to help people understand that their beef is still safe," Heinze said.

The federation launched an education effort in Japan in 2001 after

ads that featured three women who worked in the beef industry touting the industry's safety standards.

The federation selected women

Japan, South Korea, Mexico and Canada are the four largest export markets for U.S. beef. Beef exports this year are expected to surpass \$1.5 billion, according to the U.S. Department of Agriculture.

Meatpackers say rules to limit mad-cow threat more costly but worth it

Ban on 'downed cattle' to be revisited

Lawmaker plans to revive proposal

By Mark Sherman

The provision, which

was passed earlier this month

that if the meat from a lone cow

Health

They hoped it wouldn't happen here, then it did. Now U.S. officials are rewriting rules and assuring consumers that beef won't make them sick. Food safety's uncertain future.

usda.gov

BRINK PEOPLE TO WATCH

The start of a series of articles focusing on young stars

Beef ban puts Japan eateries in a bind

meat boiled with vegetables at Tokyo meat shop

for beef after a mad cow scare at home. The Japanese restaurant edition

WEDNESDAY

December 24, 2003

The Forum

of Fargo-Mo

www.in-forum.com

Thursday, December 25, 2003

World markets ban import of U.S. beef

Infected tissue headed to Britain for testing

By Patrick E. Tyler
The New York Times

LONDON — Concern over the possible spread of mad cow disease has impelled the largest initial tests indicated that the cow in Washington state was infected with the disease, and the farm on which it was raised.

MAD COW: WHAT'S SAFE NOW

Laugh with Santa

Listen to the jolly old joker by calling (703) 241-0001 or go online to In-Forum.com and see In-Forum.com

Mad cow disease hits U.S.

Ann Veneman
Agriculture secretary

WASHINGTON — A single Holstein on a Washington state farm has tested positive for mad cow disease, marking the disease's first suspected appearance in the United States.

The Bush administration Tuesday assured Americans their food is safe.

Veneman said the slaughtered cow was screened earlier this month and any diseased parts were removed before they could enter the food supply and infect humans.

Even one positive test for mad cow will likely have a significant impact on the U.S. cattle industry, North Dakota Agriculture Secretary said Tuesday after hearing the news.

"Certainly we're concerned about it," he said. "I fully expect this will have a negative impact on cattle prices in the U.S."

If the United States' first case of mad cow is confirmed, the nation's trading partners will close their borders to U.S. beef.

The United States took the same precaution, banning beef imports from Canada last May when a cow in Alberta tested positive for the deadly disease.

The U.S. ban on Canadian beef imports is largely in place today, as well as earlier bans on beef from several European countries.

www.denverpost.com/news

★ THE DENVER POST / Section B

Beef industry waits and watches

Reports tracing mad-cow case to Canada likely to restore confidence in U.S. herds



The University of Tennessee
Agricultural Extension Service



Health and Safety Traceback Without National Identification



All herds involved may be quarantined and tested

Health and Safety Traceback With National Identification



Less quarantining, testing and market disruption

Michigan Experience

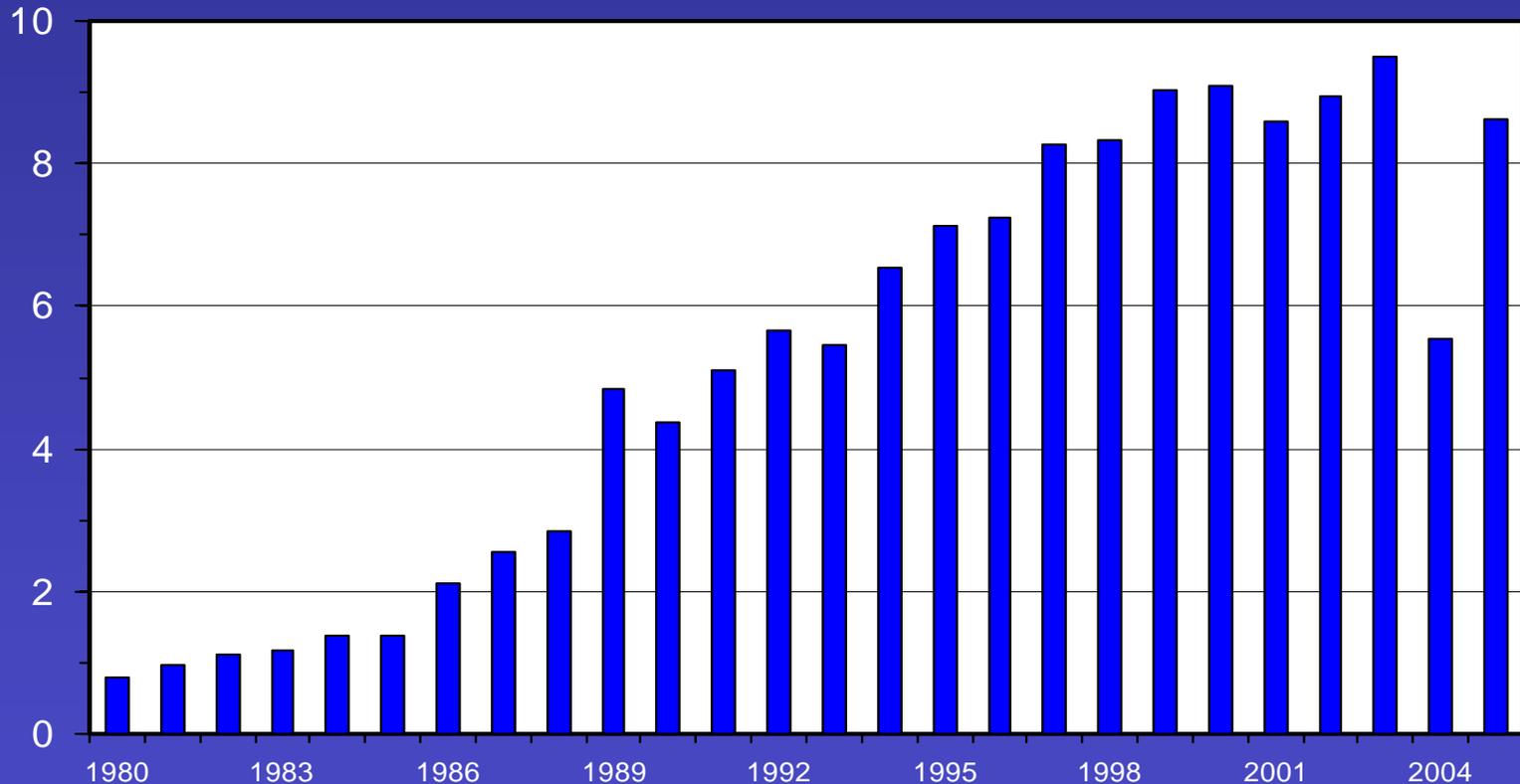
- 4 years ago - TB-positive cows took several weeks of visiting sale barns and farms to trace the cow to original herd
- Spring 2003 – Took Michigan Department of Agriculture less than 15 minutes to complete a trace back



U S BEEF AND VEAL EXPORTS

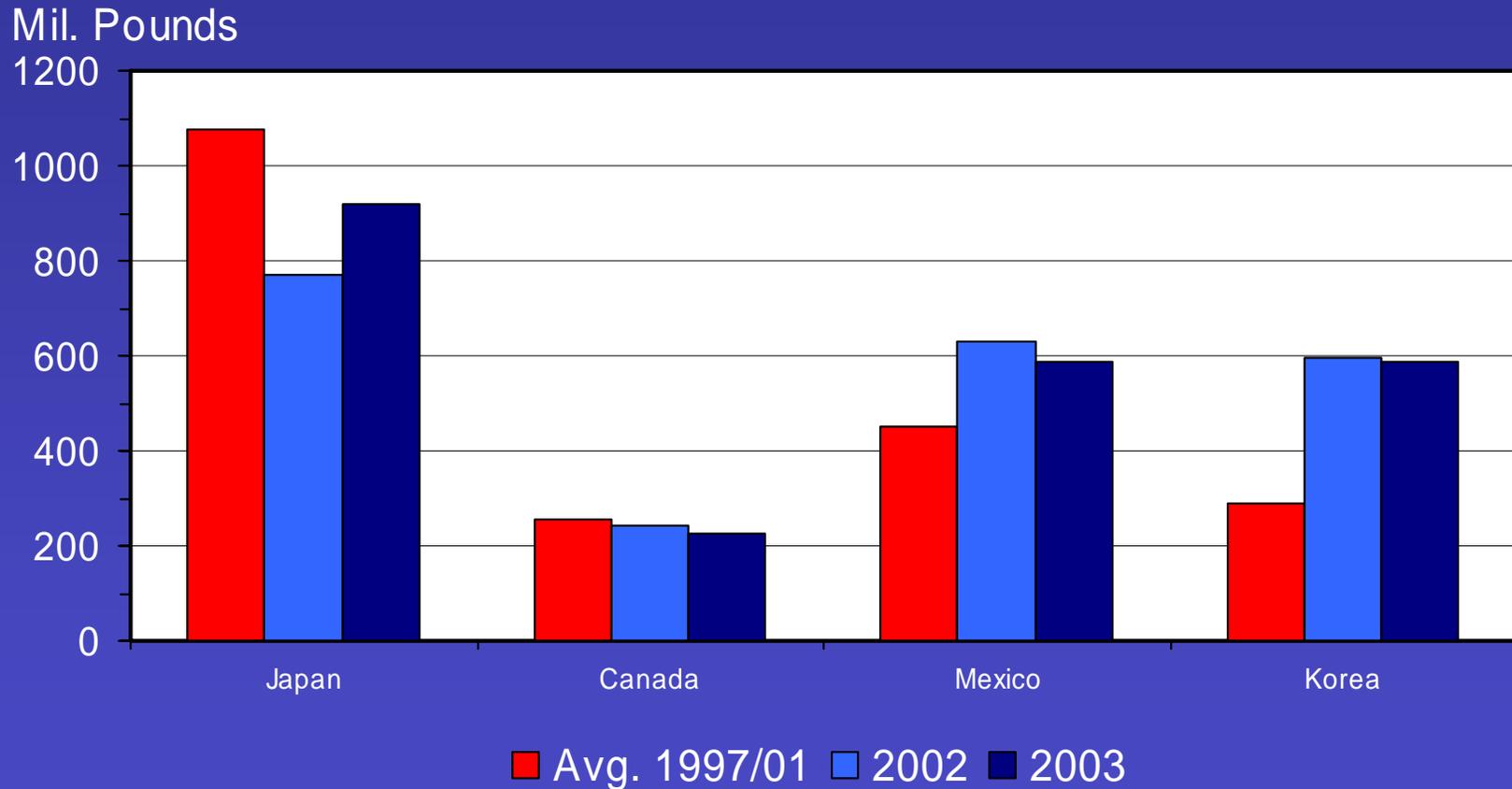
As a Percentage of Production, Carcass Weight, Annual

Percent



MAJOR U S BEEF EXPORT MARKETS

Carcass Weight, Annual



United Kingdom Beef and Veal Exports



Guiding Principles

- The goal is to create an effective, uniform, consistent and efficient national animal identification system by
 - 1- Allowing producers, to the extent possible, the flexibility to use current systems or adopt new ones, but not burden them with multiple identification numbers, systems or requirements



Guiding Principles

- The goal is to create an effective, uniform, consistent and efficient national animal identification system by
 - 1 - Building on the data standards developed in the U.S. Animal Identification Plan set forth by joint Federal-State-private partnership of more than 70 organizations
 - 2 - Building on the data standards developed in the U.S. Animal Identification Plan set forth by joint Federal-State-private partnership of more than 70 organizations



Guiding Principles

- The goal is to create an effective, uniform, consistent and efficient national animal identification system by
 - 1 - Remaining technology neutral in order to utilize all existing forms of technologies and new forms of technology that may be developed
 - 2 - Remaining technology neutral in order to utilize all existing forms of technologies and new forms of technology that may be developed
 - 3 - Remaining technology neutral in order to utilize all existing forms of technologies and new forms of technology that may be developed



Guiding Principles

- The goal is to create an effective, uniform, consistent and efficient national animal identification system by
 - 1 - Establishing a national animal identification system
 - 2 - Designing a national animal identification system
 - 3 - Designing architecture for the system without unduly increasing the role and size of the government

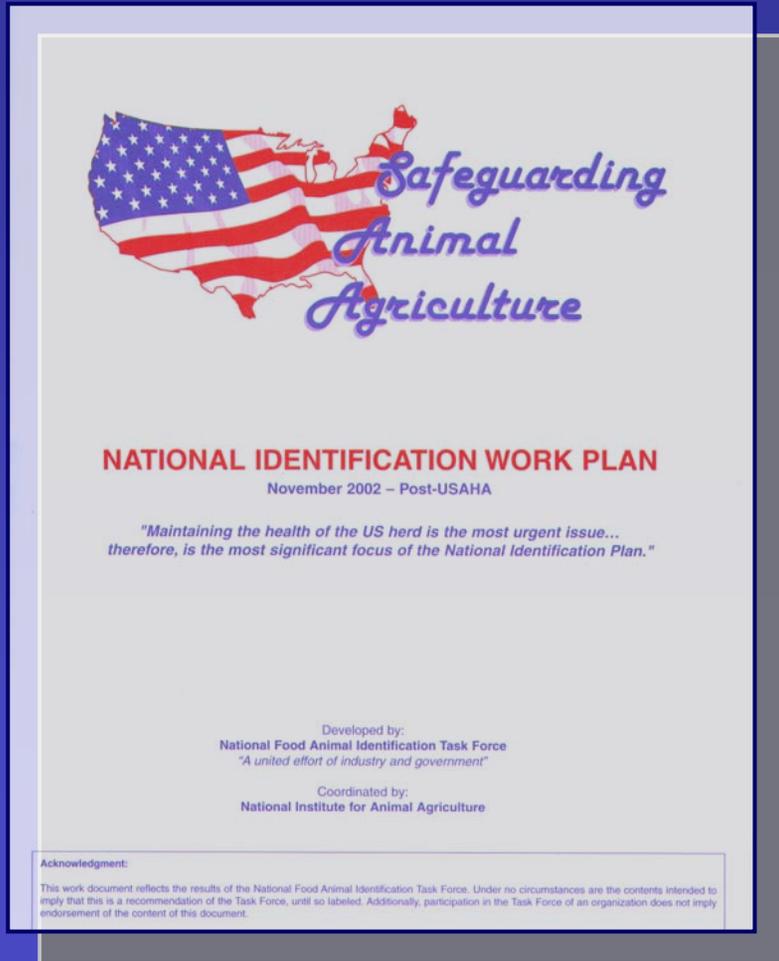


Guiding Principles

- The goal is to create an effective, uniform, consistent and efficient national animal identification system by
 - 5 - Ensuring that the system does not preclude producers from being able to use it to add value by aligning production management with market incentives

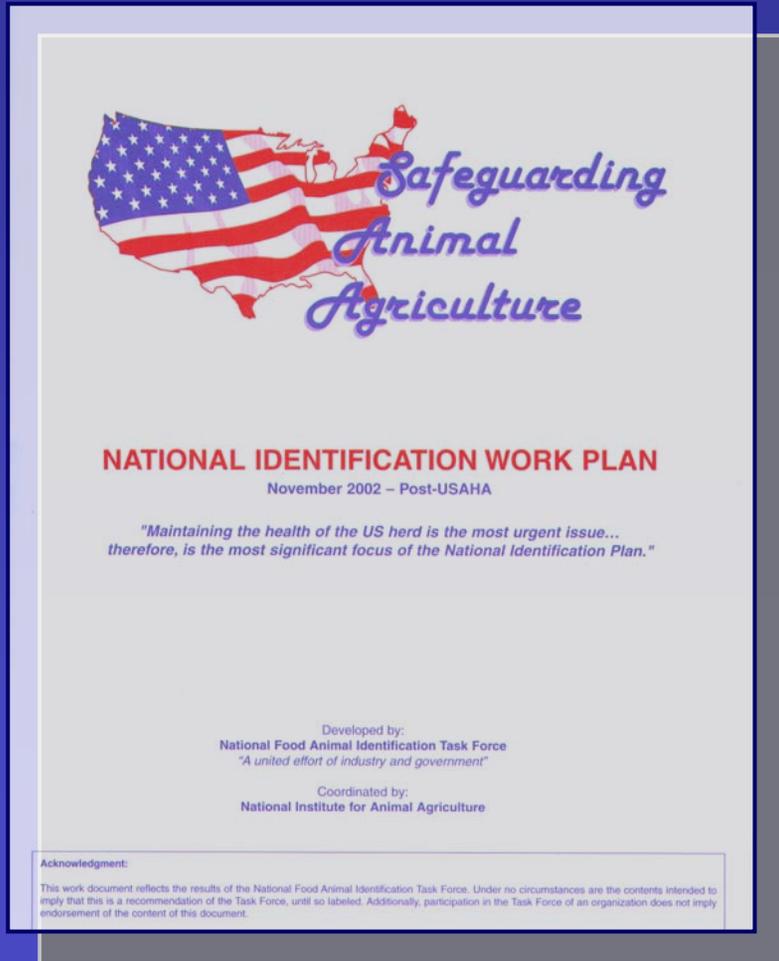


The Plan



- The U.S. Animal Identification Plan defines the standards and framework for implementing and maintaining a phased-in national animal identification system for the United States.

The Plan



- Objective
 - To achieve a traceback system that can identify all animals and premises potentially exposed to an animal with a foreign animal disease within 48 hours after discovery.

The Plan – Phase 1

- Premises identification
 - A premises is **an identifiable physical location that**, in the judgment of the State Animal Health Official or Area Veterinarian in Charge, and when appropriate in consultation with the affected producer, **represents a unique and describable geographic entity (where activity affecting the health and/or traceability of food producing animals may occur)** or represents the producer contact location when extensive grazing operations exist.



The Plan – Phase 1

- Premises identification
 - Target: July 2004
 - Unique identifier for each defined premises involved in animal agriculture
 - Links that location to the entity that participates in animal production and/or commerce



The Plan – Phase 1

- Premises identification
 - Owners with multiple production units and/or holding units will consult with appropriate officials to determine the need for multiple premises identification numbers



The Plan – Phase 2

- Individual animal ID for cattle moved for commerce
 - Target: July 2005
 - All cattle that enter interstate commerce are to be officially identified and their movement is to be reported to the National Animal Identification Database



The Plan – Phase 2

- Individual animal ID for cattle moved for commerce
 - Target: July 2006
 - All cattle that enter commerce (intrastate and interstate) must be identified with an official RFID tag prior to leaving their current premises and such movements are reported to the National Animal Identification Database



The Plan – Phase 3

- RFID technology in markets and slaughter plants
 - Radio frequency identification
 - Target: July 2005
 - Integration of readers will be initiated as cattle volumes with RFID tags warrant



The Plan – Phase 3

- RFID technology in markets and slaughter plants
 - System capabilities are to be available July 2004 with significant integration by July 2005
 - USDA inspected cattle slaughter plants and state licensed markets are to have RFID readers in place by July 2005



Other Benefits of Individual Animal Identification

- Management tool
 - Improved ability to track performance and carcass data
 - Improved decision-making ability based on performance and carcass data received
 - Will require intentional effort of several parties and additional costs to gather performance and carcass data



Other Benefits of Individual Animal Identification

- Marketing tool
 - Can provide producers with ability to market cattle with information which will add value to their cattle – process verification



Frequently Asked Questions

- Is the USAIP plan a mandated government program?
 - Yes, by the Secretary of Agriculture but at the present there are no mandatory requirements
 - Legislation has been proposed
 - Once system is in place, all livestock and food animals will be required to be tracked through the system



Frequently Asked Questions

- How much will the program cost?
 - Program is still being developed
 - Many estimates of program costs
- Who will pay for the plan?
 - It is anticipated that costs will be shared between state, federal, and private entities (producers, markets, etc.)



Frequently Asked Questions

- What data will I have to provide for the central database?
 - Basic information for contact person for premises
 - Name, address, date premises ID issued, date premises ID retired, historical contact data
 - Additional information that can be important in a disease traceback such as species, breed, sex, age, or date of birth can also be reported if available



Frequently Asked Questions

- Who will control and have access to the central database?
 - USDA-APHIS is expected to administer the program
 - State and federal health officials will have access to premises and animal ID data when performing their duties to maintain the health of the national herd



Frequently Asked Questions

- What is RFID?
 - Radio frequency identification
 - Comprised of a reader/scanner and a transponder that can read or write data content using a specified radio frequency



Frequently Asked Questions

- Will I have to own RFID reading equipment?
 - Not necessarily
 - Tagging will be available at auction markets, veterinary clinics, etc.
 - Systems available from current RFID companies which do not require equipment

DATE:	RANCH:	
GROUP INFO BEING COMBINED WITH BELOW? <input type="checkbox"/> Yes <input type="checkbox"/> No		
VISUAL TAG #:	SEX:	<input type="checkbox"/> HEIFER <input type="checkbox"/> COW <input type="checkbox"/> STEER <input type="checkbox"/> BULL
Check all that apply: BRAND METHOD DOSE		
<input type="checkbox"/> BRUCELLOSIS	_____	_____
<input type="checkbox"/> CLOSTRIDIAL	_____	_____
<input type="checkbox"/> IBR	_____	_____
<input type="checkbox"/> PI-3	_____	_____
<input type="checkbox"/> BVD	_____	_____
<input type="checkbox"/> BRSV	_____	_____
<input type="checkbox"/> HAEMOPHILUS SOMNUS BACTERIN	_____	_____
<input type="checkbox"/> PASTEURELLA	_____	_____
<input type="checkbox"/> LEPTOSPIROSIS	_____	_____
<input type="checkbox"/> DEWORM	_____	_____





The University of Tennessee
Agricultural Extension Service



Frequently Asked Questions

- Will this system increase my liability?
 - If cattle are managed according to Beef Quality Assurance (BQA) practices and all health/management products are given according to label instructions and documented, liability should be zero.



“The future is always
here before we are ready
to give up the past.”



Change is inevitable;
adaptation and survival
are optional.”

Dee Likes

Kansas Livestock Association



The End



Questions?

