

NAIS

confidentiality

**ID • INFO**

**EXPO 2006**

databases

liability

*A conference and trade show devoted  
to animal identification and  
information systems technology.*

traceability

**The Westin Crown Center  
Kansas City, Missouri, USA**

**August 22 - 24, 2006**

state legislative actions

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**NATIONAL  
INSTITUTE  
FOR ANIMAL  
AGRICULTURE**



# ID•INFO EXPO 2006

Greetings,

It is an honor and a pleasure to welcome you to ID•INFO EXPO 2006 on behalf of the National Institute for Animal Agriculture (NIAA).

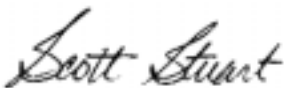
Animal identification has become perhaps the most important issue in animal agriculture. With this in mind, we as industry stakeholders have some very important goals to accomplish as we move forward.

This year, we bring you a program that is designed to provide a diverse amount of information and the opportunity for all stakeholders to be a part of needed dialogue in the areas of technology, data administration, data protection and standards as they relate to various species.

I encourage you to spend time in the ID•INFO EXPO 2006 trade show with the industry's leading companies in animal identification and information systems. We have again planned receptions in the trade show area to facilitate networking, discussions and information-sharing amongst attendees. We encourage you to seek out other stakeholders throughout the meeting as our industry strives to move ahead with a consensus.

Thank you for attending ID•INFO EXPO 2006, we hope this unique conference and trade show proves to be valuable. NIAA is pleased to have you engaged in animal identification as we work to reach solutions on this issue.

Sincerely,



R. Scott Stuart  
Chairman of the Board  
National Institute for Animal Agriculture



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Web: [www.animalagriculture.org](http://www.animalagriculture.org)

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Micro Beef Technologies,  
Ltd. & Micro Dairy Logic



*Our greatest asset is the cooperation of many.*

Wisconsin Livestock  
Identification Consortium  
(WLIC) & Wisconsin Dept.  
of Agriculture, Trade &  
Consumer Protection  
(DATCP)



Y-TEX Corporation

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### Bronze Level

Cargill Pork



National Livestock  
Producers Association



National Pork Board

## ID/INFO EXPO 2006 PLANNING COMMITTEE

Dr. Robert Fourdraine, *Wisconsin Livestock Identification Consortium, Chair*  
Ms. Nancy Brown, *Kansas Farm Bureau*  
Ms. Susan Buroker, *Wisconsin Dept. of Agri., Trade & Consumer Protection*  
Dr. Jim Clement, *North Dakota Board of Animal Health*  
Ms. Amelita Facchiano, *Individual Member*  
Mr. Glenn Fischer, *Allflex USA, Inc.*  
Mr. Colin Foster, *Y-TEX Corporation*  
Ms. Kelli Ludlum, *American Farm Bureau Federation*  
Dr. Dave Morris, *Centers for Epidemiology & Animal Health*  
Mr. Tim Niedecken, *eMerge Interactive*  
Dr. David Nolan, *Cargill Pork*  
Ms. Nancy Robinson, *Livestock Marketing Association*  
Mr. Glenn Smith, *AgInfoLink USA Inc.*  
Dr. Tom Stein, *MetaFarms, Inc.*  
Dr. Taylor Woods, *Missouri Department of Agriculture*

## NATIONAL INSTITUTE FOR ANIMAL AGRICULTURE STAFF

Dr. Nevil Speer, *Interim President & Chief Executive Officer*  
Michele Vise-Brown, *Director of Member Relations*  
Gale Johnson, *Interim Director of Communications*  
Peggy Logsdon, *Director of Operations*  
Kenneth Olson, *Director of Educational Programs*  
Pamela Meador, *Financial Administrator*  
David Brown, *Staff Assistant*  
Kelly Gill, *Staff Assistant*  
Julie Jones, *Staff Assistant*  
Cora Newsom, *Staff Assistant*

**NAME BADGES** are **REQUIRED** for admission to all sessions, trade show and receptions.

### Monday, August 21

12:00 pm - 5:00 pm

**Registration** [WESTPORT]

12:00 pm - 5:00 pm

**Exhibitor Set-up** [CENTURY A & B]

### Tuesday, August 22

7:00 am

**Continental Breakfast**  
[OUTSIDE CENTURY C]

8:00 am - 5:00 pm

**Registration** [WESTPORT]

8:00 am - 2:00 pm

**Exhibitor Set-up** [CENTURY A & B]

9:00 am - 12:00 pm

**Pre-Conference Seminar** [CENTURY C]  
*Moderator: Robert Fourdraine, Wisconsin Livestock Identification Consortium, Chair*

This interactive session is to familiarize individuals with the current status of the NAIS and present the most recent species working group reports.

NAIS Overview

*Dr. John Wiemers, USDA, APHIS, Veterinary Services*

Species Working Group Reports

- Bison *Lance Kuck, National Bison Association*
- Camelids *Teri Nilson Baird, Camelid Alliance*
- Cattle *Gary Wilson, Ohio Department of Agriculture*
- Cervids *Dr. Glen Zebarth, North American Elk Breeder's Assoc.*
- Goat *Linda Campbell, American Dairy Goat Association*
- Horse *Amy Mann, American Horse Council*
- Poultry *Dr. John Wiemers, USDA, APHIS, Veterinary Services*

## Tuesday, August 22 (cont'd)

- Sheep *Dr. Cindy Wolf, University of Minnesota*
- Swine *Dr. Patrick Webb, National Pork Board*

Review of ISO Standards *Dr. Dale Blasi, Kansas State University*

9:00 am - 12:00 pm

### USDA IT Infra-Structure Seminar

[PERSHING PLACE]

Moderator: *Amelita Facchiano, NIAA Individual Member*

This interactive session includes in depth presentations on the recently implemented AIN management system and the ongoing design of the Animal Trace Processing System.

Animal Identification Number (AIN) Management System  
*Neil Hammerschmidt, USDA, APHIS, Veterinary Services*

Animal Trace Processing System (ATPS)  
*Orlando Baca, USDA, APHIS, VS, CEAH*

Veterinary Services Process Streamlining (VSPS)  
*Orlando Baca, USDA, APHIS, VS, CEAH*

Premises Registration & Exception Processing, Why is it Important?  
*Dr. Fred Bourgeois, USDA, APHIS, Veterinary Services*

12:00 pm - 1:00 pm

Lunch Break - on your own

1:00 pm - 5:00 pm

### Concurrent Technology Seminars

Each of the two sessions will allow attendees to hear about the latest in animal identification and data services technologies directly from the companies providing these products and services.

#### [PERSHING EAST/WEST]

Moderator: *Tim Niedecken, eMerge Interactive*

1:00 - 1:15 **Opening Remarks and Introduction**

1:15 - 1:30 *Wisconsin Livestock Identification Consortium*  
WLIC Premises Registration & Animal Identification: Results and Future Efforts

1:30 - 1:45 *Ketchum Manufacturing, Inc.*  
Birth-to-Pork Identification and Traceability

1:45 - 2:00 *Dalton EID Systems, Ltd.*  
Effective Movement Recording for "Real Time Traceability"

2:00 - 2:30 *Micro Beef Technologies & Micro Dairy Logic, Ltd.*  
R.O.I. - A Systems Approach to Animal ID

2:30 - 2:45 *Y-TEX Corporation*  
Y-TEX RFID Update

2:45 - 3:15 *iSavent Corporation*  
The Future of Animal Identification and Tracking

3:15 - 3:30 *Optibrand Ltd., LLC*  
Optibrand Secure Source Verification Solutions

3:30 - 4:00 *Allflex USA, Inc.*  
Technology at the Speed of Commerce

4:00 - 4:15 *Animal-ID*  
Livestock Management in the Real World

4:15 - 4:45 *Cattle-Traq, LLC*  
New Technology, Where do we go from here?

4:45 - 5:00 *Boontech International*  
ISO Readers for the Livestock Industry

5:00 - 5:15 *Snitily Carr*

#### [PERSHING NORTH]

Moderator: *David Nolan, Cargill Pork*

1:15 - 1:30 **Opening Remarks and Introduction**

1:15 - 1:45 *Tri-Merit™ / Global Animal Management, Inc.*  
Meeting Compliance and Value-Added Information Needs for all Stakeholders

- 1:45 - 2:00 *Tru-Test, Inc.*  
Livestock Scale Management Systems
- 2:00 - 2:15 *HerdStar, LLC*  
Cow 54, Where are you? Using UHF RFID Technology for Improved Cattle Tracking
- 2:15 - 2:45 *Farnam Companies*  
Farnam's Livestock Tracking Systems
- 2:45 - 3:00 *GlobalVetLink, LC*  
GlobalVetLink: Tracking Animal Movement Nationwide
- 3:00 - 3:15 *AgInfoLink USA, Inc.*  
Traceability Starts Here
- 3:15 - 3:30 *EIDAP, Inc.*  
RFID Tags and Handheld Readers
- 3:30 - 3:45 *I.D.ology*  
Readers, Tags & Wire-Free to the Internet
- 3:45 - 4:00 *MetaFarms, Inc.*  
Tracking Movements and Shipments in Pork Operations
- 4:00 - 4:15 *eMerge Interactive*  
CattleLog Overview
- 4:15 - 4:30 *Reburn-Julia Associates, LLC*  
Michigan's Success in Mandatory ID Implementation
- 4:30 - 5:00 *CattleNetwork*  
CattleNetwork: Connecting the Beef Industry Worldwide
- 5:00 - 5:15 *Bloodhound Animal Identification System*

6:00 pm - 9:00 pm **Exhibit Hall Open** [CENTURY A & B]

6:00 pm - 9:00 pm **Reception in Exhibit Hall**  
[CENTURY A & B]

## Wednesday, August 23

7:00 am - 5:00 pm **Registration** [WESTPORT]

7:00 am - 8:00 pm **Exhibit Hall Open** [CENTURY A & B]

7:00 am **Continental Breakfast in Exhibit Hall** [CENTURY A & B]

8:00 am - 9:00 am **Opening General Session – Keynote Speaker** [CENTURY C]  
*Moderator: Robert Fourdaine, Wisconsin Livestock Identification Consortium, Chair*

Opening Remarks and Introduction  
*R. Scott Stuart, NIAA Chairman of the Board*

National Animal ID System  
*U.S. Agriculture Department Secretary Mike Johanns*

9:00 am - 10:00 am **General Session II – USDA Presentations** [CENTURY C]  
*Moderator: Robert Fourdaine, Wisconsin Livestock Identification Consortium, Chair*

This session is dedicated to providing the audience with the latest achievements of USDA in regards to implementation of the NAIS.

Accomplishments to Date  
*Dr. John Clifford, USDA, APHIS, Veterinary Services*

Overview/Implementation of Animal Trace Processing System (ATPS)  
*Orlando Baca, USDA, APHIS, VS, CEAH*

Pilot Project Report  
*Dr. Dave Morris, USDA, APHIS, VS, CEAH*

## Wednesday, August 23 (cont'd)

**10:00 am – 10:30 am**      **Refreshment Break in Exhibit Hall**  
[CENTURY A & B]

**10:30 am - 12:00 pm**      **General Session III –  
State Presentations** [CENTURY C]  
Moderator: *Glenn Smith, AgInfoLink USA, Inc.*

Successful animal disease surveillance and tracking requires a true partnership between industry, producers, and federal, state and tribal leadership. Some states have adopted legislation or regulation that protects information confidentiality and implements components of the NAIS. This session will explore efforts by several states to address state authorizing legislation for voluntary or mandatory programs, as well as protecting confidentiality of information.

State Legislation to Implement National Animal Identification System (NAIS)

*Greg Ibach, Nebraska Department of Agriculture*

Legal Authority, Freedom of Information Act (FOIA)

*Dr. George Teagarden, Kansas Animal Health Department*

Experiences with Premises Registration, a State Perspective

*Dr. Jennifer Greiner, Indiana State Board of Animal Health*

**12:00 pm – 1:30 pm**      **Lunch Break** - on your own

**1:30 pm – 3:00 pm**      **General Session IV – Benefits and  
Concerns About the NAIS** [CENTURY C]  
Moderator: *Steve Kay, Cattle Buyers Weekly*

The purpose of this session is to create a forum for honest discussion regarding implementation of the NAIS. Panel members will be selected to represent a balance of opinions from those who are advocates, to those who are opposed.

- *Representing State Veterinarians and Animal Health*  
*Dr. Sam Holland, South Dakota Animal Industry Board*
- *Representing Cow/Calf Producers*  
*Leo McDonnell, R-CALF USA*
- *Representing the Livestock Markets*  
*Nancy Robinson, Livestock Marketing Association*
- *Representing the U.S. Meat Industry*  
*Dr. Gary Smith, Colorado State University*
- *Representing Livestock Owners' Concerns Regarding NAIS*  
*Mary Zanoni, Farm for Life*

**3:00 pm – 3:30 pm**      **Refreshment Break in Exhibit Hall**  
[CENTURY A & B]

**3:30 pm - 5:00 pm**      **General Session V –  
Effective Communications on NAIS**  
[CENTURY C]  
Moderator: *Kelli Ludlum, American Farm  
Bureau Federation*

Education and outreach opportunities are key to a successful national animal identification effort. Communication strategies are being developed both to share information with NAIS participants and to gather feedback that can enhance participation. This session will examine ways that effective communication can maximize the benefits of the NAIS for producers, animal health officials, and others involved in all segments of the livestock industry.

**MEDIA** - A media workroom **sponsored by Tri-Merit™/Global Animal Management, Inc.** will be available for use, located in **Penn Valley**. The room will be open from 8:00 am - 8:00 pm Tuesday through Thursday.

USDA Communications Plan  
*Dore Mobley, USDA, APHIS, Legislative and Public Affairs*

4-H and Youth Projects  
*Dr. Clint Rusk, Purdue University*

Panel Discussion  
*Wes Ishmael, Contributing Editor for BEEF Magazine*  
*Tom Brand, KFEQ Radio*

**6:00 pm - 8:00 pm**      **Reception in Exhibit Hall** [CENTURY A & B]

## **Thursday, August 24**

**7:00 am**      **Continental Breakfast**  
[OUTSIDE CENTURY C]

**7:00 am – 10:00 am**      **Registration** [WESTPORT]

**8:00 am – 12:00 pm**      **Exhibitor Teardown** [CENTURY A & B]

**8:00 am - 11:30 am**      **General Session VI - Mainstream  
Animal ID Solutions and Practical  
Applications** [CENTURY C]  
*Moderator: Jim Clement, North Dakota  
Board of Animal Health*

The focus of this session is to showcase "street tested" technology and implementation solutions that may impact animal agriculture. Attendees will receive an overview of technologies and solutions being developed that can address various implementation challenges and components of the NAIS.

Purebred Perspective  
*Mark Akin, Circle A Ranches*

Feedlot Perspective  
*Dan Dorn, Decatur County Feedyard*

Swine Industry Perspective  
*Dr. David Nolan, Cargill Pork*

Dairy Manufacturing Perspective  
*Mike Piche, DairyMasters, Inc.*

Data Management Perspective  
*Dr. Kris Ringwall, North Dakota State University*

Packer/Meat Perspective  
*Dr. Gary Smith, Colorado State University*

Market Perspective  
*Jim Warren, 101 Livestock Systems*

**11:30 am - 12:30 pm**      **Closing General Session -  
Bringing it All Together** [CENTURY C]  
*Moderator: Glenn Fischer, Allflex USA, Inc.*

This session will provide a review of the past two days and a perspective from industry and animal health officials on how to effectively proceed in a cooperative effort that includes all stakeholders.

Industry Perspective  
*Scott Stuart, NIAA Chairman of the Board*

Animal Health Officials Perspective  
*Dr. Bret Marsh, United States Animal Health Association*

**A virtual proceedings of**

**ID • INFO**

**EXPO 2006**

**will be available on the Internet at  
[www.animalagriculture.org](http://www.animalagriculture.org).**

# ID • INFO

## EXPO 2006

### Trade Show - August 22 - 23

Showcasing a variety of animal identification and information systems technology.

### Trade Show Hours of Operation

Tuesday, August 22                      6:00 pm - 9:00 pm  
 Wednesday, August 23                7:00 am - 8:00 pm

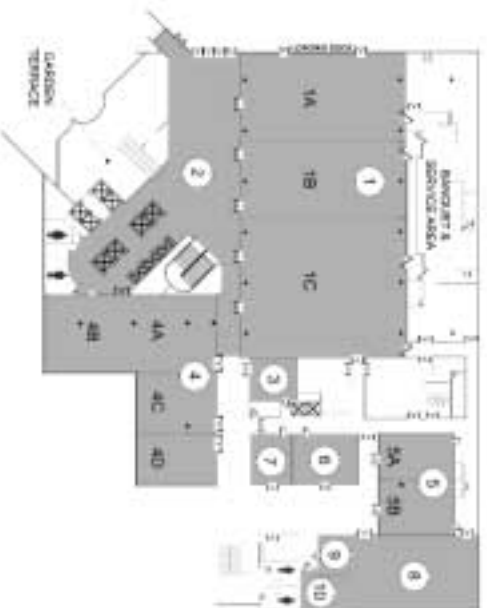
### Trade Show Map



**NIAA**  
**2007 Annual Meeting**  
 scheduled for  
**April 2 - 5, 2007**  
 Sacramento, California at the  
**Hyatt Regency Sacramento**

## THE WESTIN CROWN CENTER - BALLROOM LEVEL

1. CENTURY BALLROOM
- 1A. CENTURY BALLROOM A
- 1B. CENTURY BALLROOM B
- 1C. CENTURY BALLROOM C
2. CENTURY FOYER
3. WESTPORT ROOM
4. PERSHING PLACE
- 4A. PERSHING PLACE NORTH
- 4B. PERSHING PLACE SOUTH
- 4C. PERSHING PLACE WEST
- 4D. PERSHING PLACE EAST
5. SHAWNEE MISSION ROOM
- 5A. SHAWNEE ROOM
- 5B. MISSION ROOM
6. ROANOKE ROOM
7. PENN VALLEY ROOM
8. LIBERTY ROOM
9. INDEPENDENCE ROOM
10. PRESIDENTS ROOM



## THE WESTIN CROWN CENTER - LOBBY LEVEL

