Jim Lovell
Past Chairman
Texas Cattle Feeders Association
Procurement and Marketing
Bartlett Cattle Co.
Feed yard perspective of traceability

Feeder cattle

Animal disease traceability
United States Feedyards > 4,000 Head

11.7 million head of cattle on feed in the US

80% of the nation's fed beef population reside in this box
Feeder cattle

CATTLE FLOW
EAST COAST
WEST COAST
SOUTH TO NORTH
MEXICO CANADA HAWAII
A tremendous amount of feeder cattle in commerce everyday

A small feedyard may only get a load or two of cattle a week

A larger feeding corporation may receive hundreds of loads a week

For example, a feeding corporation with a capacity of 500,000 head must purchase approximately 2400 head everyday to maintain capacity.
Cattle disease and traceability of disease continues to be a concern to the cattle feeding sector.

Foreign and domestic consumers are continuing to ask for traceability.

There is growing competition for foreign markets with other countries that have disease traceability.
Texas Cattle Source Verification Service

VISION

A TEXAS CATTLE INDUSTRY THAT CAN QUICKLY TRACE CATTLE IN ORDER TO CONTAIN INCIDENTS; THAT IS INSULATED FROM DOMESTIC AND INTERNATIONAL MARKET REACTION DUE TO SUCH INCIDENTS, AND; THAT CAN TAKE ADVANTAGE OF EMERGING MARKET OPPORTUNITIES

MISSION

BY JANUARY 1, 2020, HAVE A FUNCTIONING, VOLUNTARY CATTLE SOURCE VERIFICATION SERVICE THAT WOULD FACILITATE DISEASE TRACEABILITY, PROVIDE ADDED VALUE TO INDUSTRY SEGMENTS THROUGH INFORMATION SHARING, SUPPORT VALUE-ADDED MARKETING PROGRAMS AND BE EXPANDABLE TO A NATIONAL LEVEL
Parameters

Voluntary Participation

Industry Oversight and Management

Equitable to All Industry Sectors

Maintain Data Privacy Under Control of Cattle Owner

Prevent Data Access Through FOIA

Incorporates Common Industry Practices

Operates at the Speed of Commerce

Credible in Domestic and International Markets

Compliant with State and Federal Health Regulations

Allows Limited Access by State and Federal Cattle Health Agencies for Disease Traceability

Compatible with Cattle Identification and Verification Requirements for Process Verified Marketing Programs

Encourages Participation through Incentives

Provides a Framework That Can Be Expanded to a National Level

Utilizes Electronic Identification Technology to the Maximum Extent Possible
THANK YOU