

Cattle Traceability

National Institute of Animal Agriculture
Annual Conference
April 11, 2019
Des Moines, IA

Cattle Traceability Pilot Project

Texas Cattle Feeders Assn.

Texas & Southwestern Cattle Raisers Assn.

Texas Animal Health Commission

Kentucky Beef Network

Florida Cattlemen's Assn.

Cargill / Tyson / JBS / National

IMI Global

Tag Manufacturers

Cattle Traceability Pilot Project

20,910

Head enrolled
in the Pilot

135

Different groups of
pilot cattle

70

Different farms/ranches
of origin

7

Cattle originating from
various states

Cattle Traceability Pilot Project

Disease Traceability

- EID tag number / Date
- Tagged at origin or next site
- Each movement recorded
 - Prem ID / Physical address / GPS coordinates
 - Owner name, address, phone number, email
- Animal I.D. available upon request by AHO
- 840 and 900 series tags
- Low & Ultra-high frequency tags
 - UHF back tags for speed of commerce test

Cattle Traceability Pilot Project

Value Added – Differentiating with Data

- \$5/hd incentive from participating feedyards
 - Paid when data is entered
- Additional value negotiated by seller & buyer
- Data sharing through all beef industry segments

Cattle Traceability Pilot Project

Value Added – Differentiating with Data

- Cow / calf & stocker info includes:
 - EID number*
 - Farm or ranch of origin*
 - Sex & breed*
 - DOB, pasture type, supplemental feed*
 - Animal health & productivity products, dates*
 - BQA program info*
 - Weaning weight
 - Shipping date and pay weight

**required for \$5 per head feedyard incentive*

Cattle Traceability Pilot Project

Value Added – Differentiating with Data

- Feeder info includes:
 - EID number
 - Origin / farm, ranch or backgrounder
 - Animal health & performance products, dates
 - BQA program info
 - Shipping date and pay weight
 - Feedyard performance
 - ADG, F/G conversion
 - BQA program info

Cattle Traceability Pilot Project

Value Added – Differentiating with Data

- Packer info includes:
 - EID number
 - Origin / feedyard
 - Receiving date
 - Quality grade
 - Yield grade
 - Hot carcass weight

Tag number retired

Cattle Traceability Pilot Project

Traceability Cattle Enrollment

- Flexible enrollment options for producers at all levels
 - Excel Enrollment Forms for each segment
 - Exporting data from an existing software as a CSV or Excel file
 - Using a web-based portal with custom account settings for each segment



**Download the Disease
Traceability Pilot
enrollment form below.**



**Already have your own
system for capturing data
related to your cattle?**



**Traceability Pilot
Web-based
Portal**

www.traceabilitypilot.com

Cattle Traceability Pilot Project

Web-Based Portal – www.traceabilitypilot.com

TRACEABILITY PILOT HOME ABOUT CONTACT LOGIN

1
PRODUCER SELECTION

2
ACCOUNT INFORMATION

3
LOCATION INFORMATION

4
CONFIRM SETUP

WHAT KIND OF PRODUCER ARE YOU?

Select the category that best fits your operation. If you are a Feeder, you will be able to enter in Stocker and Cow/Calf information. If you are a Stocker, you will be able to enter in Cow/Calf Information.

COW/CALF AUCTION MARKET STOCKER FEEDER PACKER

A voluntary, industry-driven solution to cattle disease traceability increasing industry preparedness for a disease outbreak event, and decreasing its potential economic impact.

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Simplified data entry for each segment of the supply chain

Cattle Traceability Pilot Project

Web-Based Portal – www.traceabilitypilot.com

Dashboard view acts as the “control center” for number of animals, treatment events and movement events

The screenshot displays the 'TRACEABILITY PILOT' web portal. The top navigation bar includes 'HOME', 'DASHBOARD', 'ABOUT', 'CONTACT', and 'LOGOUT'. Below this is a secondary menu with icons for 'DASHBOARD', 'CATTLE GROUPS', 'ANIMAL MANIFEST', 'EVENTS', 'LOCATIONS', and 'MY ACCOUNT'. The main content area is titled 'DASHBOARD' and features four data cards:

Metric	Value	Action
CATTLE GROUPS	6	VIEW, + ADD
CATTLE ANIMALS	1,206	VIEW, + ADD
EVENTS	12	VIEW, + ADD
LOCATIONS	3	VIEW, + ADD

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Cattle Traceability Update

THANKS

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