Purpose

Proactively develop and evaluate a purpose-built infrastructure for an Animal Disease Traceability system
“Market- and industry-driven traceability system to provide critical tools to manage a disease outbreak, enhance consumer confidence and trust in Kansas livestock, protect food safety, and provide opportunities to access export markets.”

- *Kansas Agriculture Strategic Growth Project*

In December 2017, the Kansas Livestock Association amended existing policy to support a **mandatory** national individual animal identification system for disease traceability **for all cattle.**
The report concluded that to be successful, a traceability system should

- Be industry driven
- Be managed and overseen by an entity that includes both private and government interests
- Maintain data privacy
- Be equitable to all industry sectors
- Be compatible with common industry practices
- Operate at the speed of commerce
- Be credible in domestic and international markets
Background

The Right People

The Right Place

CattleTrace

The Right Time
A Collaborative Partnership
Goals & Objectives

- Develop a purpose-built infrastructure
- Evaluate the efficiency and capabilities of the system and infrastructure
- Determine the value throughout the supply chain
Compatible with Industry Practices

- Ultra-high frequency technology
- Hands Free operations
- Minimal data collection
  - Official animal ID number
  - GPS location
  - Date and Time
Where are we now?

- **Participant Recruitment**
  - Three major beef processors with a Kansas presence
  - 14 Feedyards
  - 7 Livestock Markets

- **Current recruitment focus on cow-calf operators**

- **Reader Installations**
Where are we now?

- Established CattleTrace, Inc., as a private, not-for-profit corporation to securely maintain and manage the data.

- The database is secure. KDA will have an MOU with CattleTrace providing for situations when the agency can access the data for a disease traceback.
Where are we now?

- Named a Board of Directors to provide leadership for CattleTrace, Inc.

- The Board approved a resolution to name KDA, KLA, K-State and ILS as the Industry Advisory Committee to carry out the pilot project.
Project Timeline

**Summer 2018**
- Determine final participants
- Develop pilot project database and infrastructure
- Establish Cattle Trace, Inc. as a separate entity

**Fall 2018**
- Initiate pilot project and begin data collection

**Winter 2018 – Summer 2019**
- Initial mock traceback scenarios completed
- Determine Phase 2 of the project (to be completed by early 2020)

**Summer 2019 – Spring 2020**
- Final pilot project report completed
- Cost-benefit analysis of opportunities/roadblocks
Lessons Learned

- Maintain focus on CattleTrace objectives
- Industry involvement is key
- Cow calf concerns
- Technology needs
- Industry interest
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  - [www.cattletrace.org](http://www.cattletrace.org)
  - Twitter @CattleTrace