Cattle Traceability Pilot Project

-- Disease Traceability
-- Value Added – Differentiating with Data

NIAA Livestock Traceability Forum
September 24-26, 2018
Kansas City, MO
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
IMI Global
Allflex | Datamars | Y-Tex | Fort Supply | Microtraks
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Disease Traceability

• IMI Global database management
• EID tag number / Date
• Tagged at origin or next site
• Each movement recorded
  • Prem ID / Physical address / GPS coordinates
  • Owner name, 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
Value Added – Differentiating with Data

- IMI Global database management
- $5/hd incentive from participating feedyards
  - Paid when data is entered / finalize this week
- Additional data value between seller & buyer
- Data sharing through all beef industry segments
- 3rd party audit / verification programs
Value Added – Differentiating with Data

- Cow / calf & stocker info includes:
  - EID number
  - Animal origin
  - DOB, breed, pasture type, supplemental feed
  - Animal health & performance products, dates
  - Weaning weight
  - BQA program info
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Value Added – Differentiating with Data

• Feeder info includes:
  • EID number
  • Animal origin
  • Animal health & performance products, dates
  • Feedyard performance
    • ADG, F/G conversion
    • BQA program info
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Value Added – Differentiating with Data

- Packer info includes:
  - Quality grade
  - Yield grade
  - Hot carcass weight
  - Slaughter date

Tag number retired
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Thank You