



Animal Disease Traceability Pilot Project

Purpose

*Proactively develop and evaluate a purpose-built infrastructure
for an Animal Disease Traceability system*



Momentum Building

- “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**.



Setting the Direction

- World Perspectives, Inc., released the *“Comprehensive Feasibility Study: U.S. Beef Cattle Identification and Traceability Systems”* in early 2018.

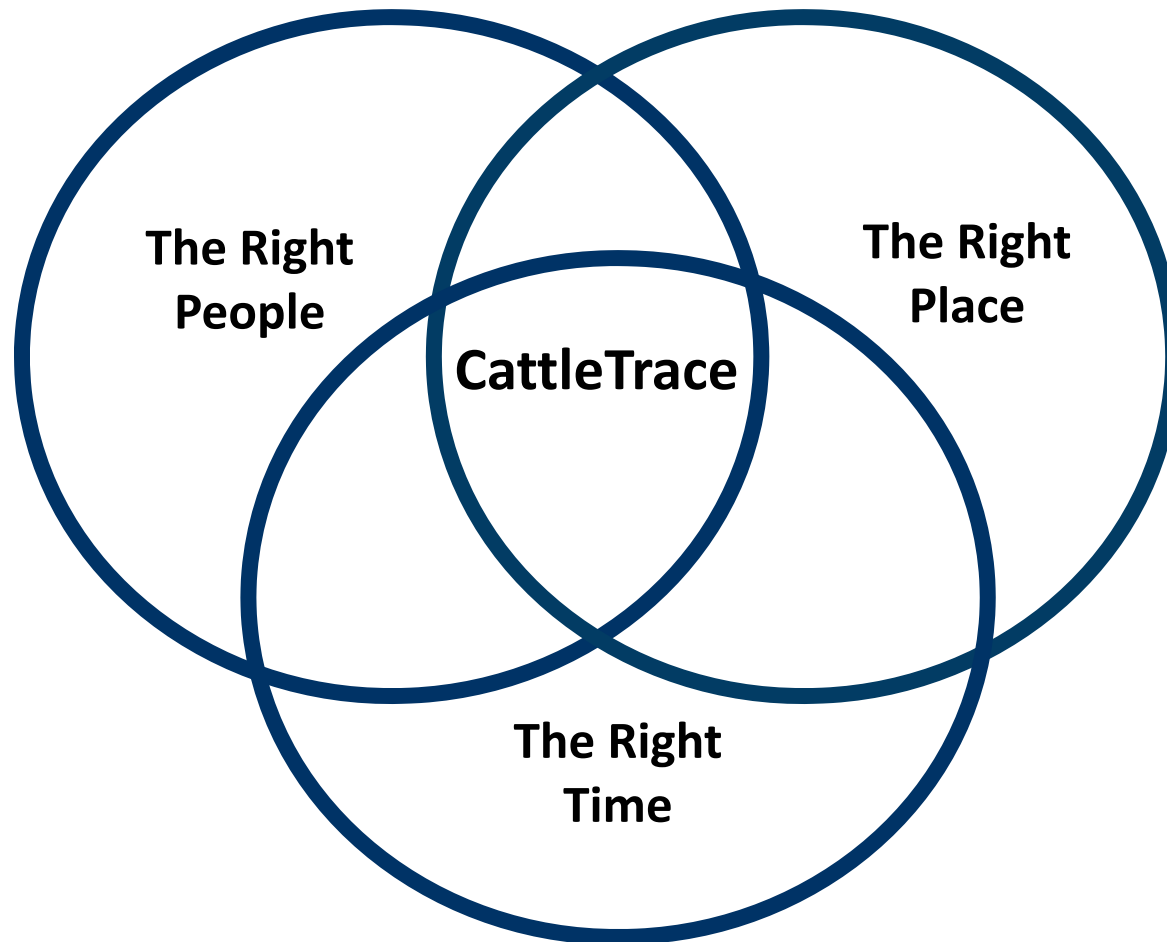


Setting the Direction

- 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





A Collaborative Partnership



BEEF CATTLE INSTITUTE
KANSAS STATE UNIVERSITY





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





Follow CattleTrace

- Stay up-to-date with CattleTrace
 - www.cattletrace.org
 - Twitter @CattleTrace



www.CattleTrace.org