

Traceability and the Canadian Livestock Value Chain

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The Canadian Cattle Identification Agency (CCIA) was incorporated in 1998 and is proud to be celebrating its 10th Anniversary. CCIA is led by a Board of Directors, representing all sectors of the livestock industry in Canada. The mandate of CCIA is to help protect the livestock industry through the establishment of an efficient Animal Health and Food Safety Identification and Traceability system.

With the program fully implemented on July 1, 2002, CCIA has been successfully established as a world leader in Animal Identification and Traceability. Guided by National Standards and operating Under the ID Regulations within the Federal Health of Animals Act, the CCIA, in partnership with the Canadian Food Inspection Agency (CFIA), has achieved 99-100% compliance nationally. The CCIA system provides multi-species services and currently houses the beef, dairy, bison and sheep traceability data and is also offering services to pork and poultry in Canada.

In 2003, the Canadian Cattle industry committed to the transition from barcode dangle tags to Radio Frequency Identification (RFID) technology. The program is industry supported, sustainable and has proven invaluable through the recent animal health investigations.

The Canadian System incorporates the three key pillars for Traceability; Animal Identification, Premises Identification and Animal Movement. Additionally, it offers Value-Added services, as required by industry. Age Verification is one example of a Value-Added service which has

proven invaluable in assisting to assure and expand market access.

The program implementation was not easy and as we expand on the national infrastructure with enhancements and value-added features we continue to face challenges. The successful implementation and commitment to ongoing development of the National Traceability system in Canada can be attributed to:

- support from all sectors of the livestock industry across Canada
- national communications strategy
- shared industry/government partnership
- commitment for industry to lead the program under mandatory requirements
- commitment to keep the program user-friendly, cost-effective and scalable
- the unfortunate but timely global Animal Health and Food Safety issues

CCIA is committed to global harmonization and ensuring that all program components continue to meet and exceed evolving Domestic and International animal health and food safety requirements.