



## Our Future Includes Traceability

By Holstein Canada President, Brian Leach, Cobden, ON

To quote Wayne Gretzky, *we will skate to where the puck is going, not to where it is.*

The Board must apply this concept to best position Holstein breeders for the future.

The tracking/tracing (one-up and one-down concept) of animals and food products will play a significant role in our ability to compete in global markets.

Traceability brings with it recognition from around the world. This will enhance breed merchandizing efforts. Moreover, consumers will remain confident that farmers supply safe, quality products.

Traceability provides the tools to isolate areas that incur animal health problems mitigating the impact of the national arena.

In building the foundation for livestock traceability, Holstein Canada, its partners, and other agriculture sectors can provide many of the tools to accomplish this feat ...

- NLID and ATQ individual animal ID (RFID/dual tagging)
- Premise ID/farm locations (milk

houses)

- E-commerce (tag replacement, age verification, and electronic transfer of animal ownership/movement)
- Interoperability of databases (ability of databases to receive and send data in prescribed format)
- Animal movement (CCIA and ATQ)
- Harmonization/utilization of premise ID, animal ID, and animal/product movement

An **Industry-Government Advisory Committee (IGAC)** leads the development and implementation of a **National Agriculture and Food Traceability System (NAFTS)**, beginning with livestock and poultry. IGAC is comprised of 20 industry stakeholders and 15 representatives from federal, provincial, and territorial governments.

Holstein Canada is committed to NAFTS through collaboration and participation. Holstein Canada Past President Pascal Lemire, La Visitation, Qc (*Madystar*), on behalf of industry, co-chairs IGAC. Holstein member Michael Hall, Mountain, ON (*Crystal Brook*) represents Dairy Farmers of Canada.