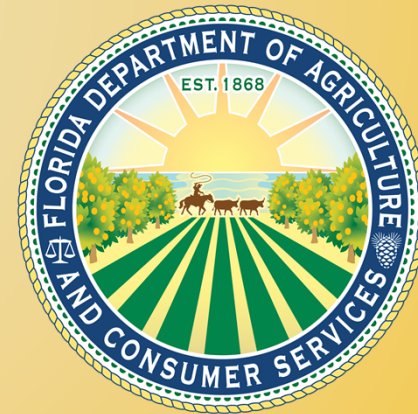
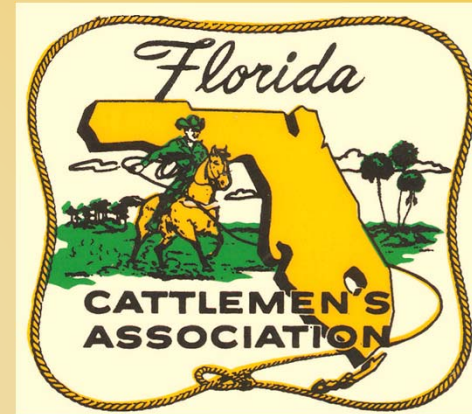


State Electronic Identification Projects - Florida Traceability Project

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Florida Cattlemen's Association Task Force Demonstration Project

- Demonstration project to provide Florida producers with “real-life” evidence of RFID technology functionality in Florida commerce channels
- Including:
 - LF technology in USDA livestock facilities
 - UHF Backtags
 - Comparative LF and UHF eartags at FL backgrounder




Low Frequency Technology in USDA Approved Livestock Facilities

- Application of EIDs at arrival
 - Cost associated (tag, labor, liability)
 - Time impacts
- Capture of EID information at the ring
 - % readability
 - Directly into market software




Low Frequency Technology in USDA Approved Livestock Facilities

- Slaughter animal EIDs captured at harvest
- Additional benefit – market software integration via StateVet.com portal to SCS Core One
 - Electronic data sharing
 - Electronic transmission of backtag report and other state reporting requirements




Comparative LF and UHF Eartags at FL Backgrounder

- Backgrounder receiving calves
 - Order buyers at markets
 - Branded program calves
 - Direct from farm/ranch
- Calves move to Texas feeder



Comparative LF and UHF Eartags at FL Backgrounder

- ▶ Calves to receive at initial processing
 - LF buttons, and
 - UHF panel tags
- ▶ EIDs read at:
 - Backgrounder (one or more processing)
 - Load-out
 - Arrival processing (TX)



Comparative LF and UHF Eartags at FL Backgrounder

- Readability (% read and time impacts)
 - LH
 - UHF
 - Comparison
- Retention – multiple time points
 - LH
 - UHF
 - Comparison



Outreach and Education

- ▶ Partnership with industry, university extension and Florida Department of Agriculture and Consumer Services
- ▶ Common messaging
- ▶ Broad coalition helping producers
 - Understanding ADT
 - Providing practical evidence of functionality and benefits of EID