

Animal Disease Traceability Pilot Project



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

www.Cattletrace.org





CattleTrace Objectives:

1. Develop a purpose-built infrastructure
2. Evaluate the efficiency and capabilities of the system and infrastructure
3. Determine the value throughout the supply chain





CattleTrace Guiding Principles:

1. Speed of commerce; automatic data transfer
 - UHF technology
2. Minimal data collected
 - Date, Time, GPS of the readers, Official ID
3. Data privacy is paramount
 - 501c3 not-for-profit company
 - Producer board serves as the gate keeper between government and producers
 - Sets policies on Who, When, and How data is accessed



Where are we now?

➤ Partners

- 12 livestock markets (4 states)
- 18 feed yards and backgrounders
- 3 Packers / 6 locations
- Cow-calf producers

➤ The numbers

- >100,000 sightings
- >60,000 tags distributed
- >10,000 tags retired

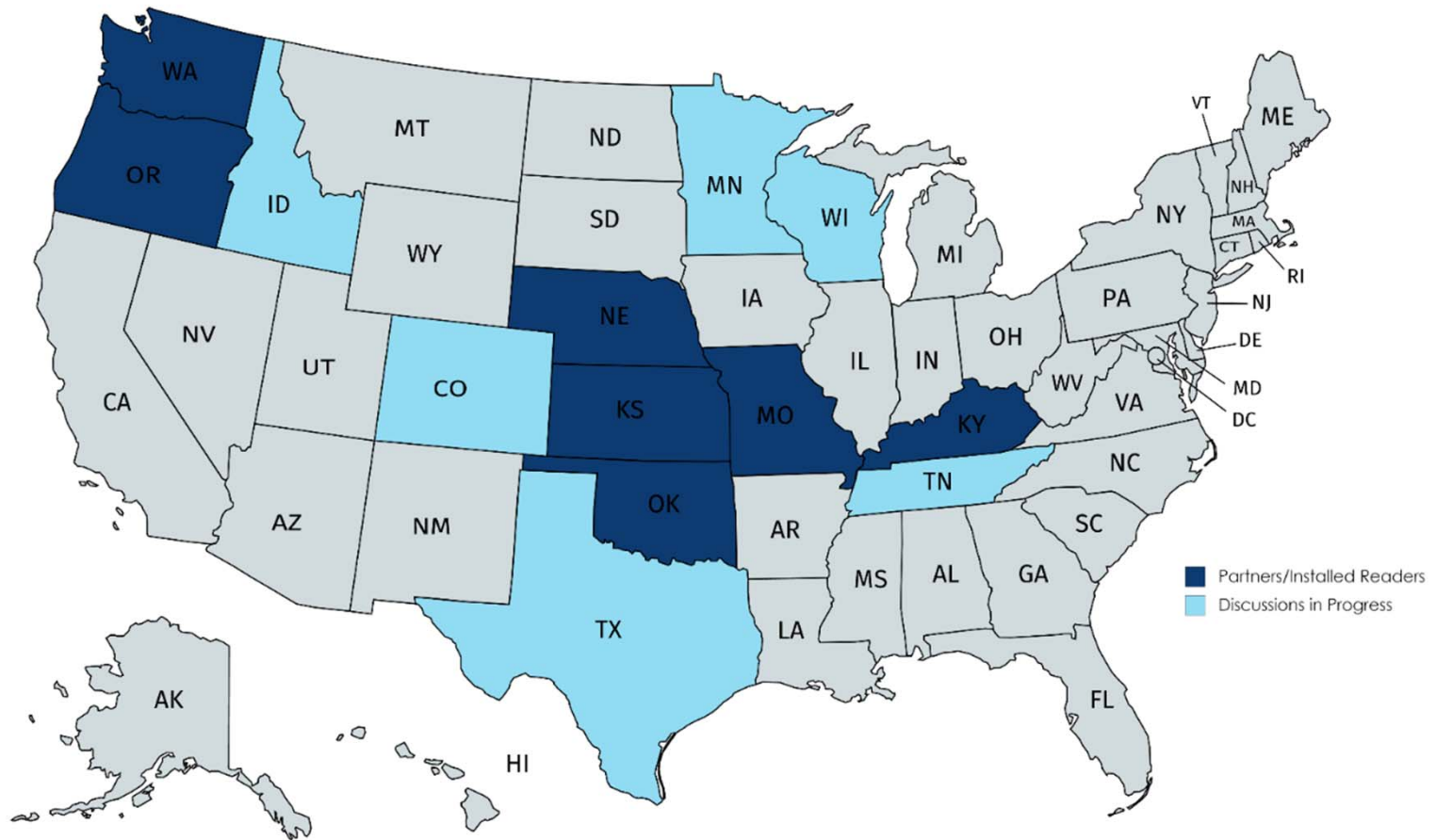
➤ Performance

- 94-96 % Read Rate





Current Footprint





Lessons Learned

1. Not immune
2. Proven Performance
3. Need more tag options
4. Systems can be fickle