

# 2017 Equine Identification Forum Summary



# Equine Identification Forum

## Advancing Identification, Technology and Electronic Health Records

- Forum held January 17-18, 2017 in Denver Colorado
- Second equine industry hosted forum
- 104 equine industry professionals
- Goal:
  - To obtain industry thoughts on the need for a national equine identification program, the ideal method of equine identification, the concept of centralized database versus various industry databases and use of search tool for equine microchips, and recommendations for advancing equine traceability and electronic health records.



# Identified Challenges



- Current equine identification and traceability measures are inadequate.
  - Advancing equine identification and traceability will require new methodologies, enhanced communications, and collaboration.
- Advancing equine identification must be industry-driven with limited government involvement.
  - Equine enthusiasts trust local industry leaders, their trainers, and their mentors; the personal connection is important.
  - The value-added benefits of improved equine identification will drive adaptation.

# Why Identification is needed?

- Disease incident
- Theft protection
- Natural disaster
- Confidence in Industry



# Microchips



- Advances in microchips make them the ideal choice
- Science has disproven myths
  - Causes cancer or health issues
    - Mild transient soreness and localized inflammation which resolves in 3 days or less
  - Migration
    - Currently available chips can only be removed by surgery
- Benefit of biothermal microchip as a temperature surveillance tool
- Deterrent to use: COST
  - Future focus on industry initiatives to decrease cost such as Chip-A-Thon events.

# Microchip Data Storage vs Search Mechanism

- Multiple data “silos” of equine microchips with lack of data sharing
- Lack of a centralized database or microchip search mechanism
  - American Animal Hospital Association has a Pet Lookup tool for microchip searching.

<http://www.petmicrochiplookup.org/>



# Next Steps: Future Exploration

- Development of a National Equine Identification Plan, which outlines goals, objectives, timelines.
- Development of Microchip Search system that meets the needs of the equine industry.
- Surveys to industry and regulatory officials to identify gaps and needs related to equine identification and traceability. Industry survey to determine what data or information they are willing and able to share. Regulatory Official survey to determine what data they need and how they would like to access it.
- Set goals and targets for horse identification and determine strategies for meeting these goals. Explore the idea of chip-a-thons and other incentive programs to get participation.



# Next Steps: Future Exploration



- Define and demonstrate value:
  - Identify owner benefits and value-added services associated with the microchip.
  - Wallet cards for horse identification information.
  - Develop incentives for the right behavior. Identify owner motivators.
  - Collaborate with allied industries to link benefits such as insurance companies or identify potential tax deductions available.
- Identify collaboration opportunities with equine practitioners. Identify added benefits for practitioner, such as links to electronic record keeping.
- Outreach and educational strategy development to educate industry on the subjects of identification, traceability and electronic health records. Share the story and the facts. Identify the channels of outreach.



# Thanks to the Planning Committee!



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- Dr. Carl C. Heckendorf, Colorado Department of Agriculture
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