

Data sharing
through all
segments of the
cattle/beef market



Confidential,
voluntary and
cloud-based
database that
is easy to use
and managed
by IMI Global



Efficiently upload
data at the speed
of commerce
using the latest
technology



TCFA is actively pursuing cow/
calf producers, stockers, cattle
auctions and feedyard operators
interested in participating
in the pilot program.



TEXAS
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ASSOCIATION

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DISEASE TRACEABILITY & VALUE-ADDED DATA PILOT

A voluntary, industry-driven solution
to cattle disease traceability with a
value-added component to give all
segments of the beef supply chain
a new, competitive edge

DIFFERENTIATING WITH DATA

The purpose of the Disease Traceability & Value-Added Data Pilot is to develop an industry-driven individual identification program that operates at the speed of commerce, facilitates disease traceability and provides opportunities for value-added premiums negotiated by business-to-business (B2B) partnerships throughout the cattle/beef supply chain.

The pilot project has been designed by leaders of Texas Cattle Feeders Association (TCFA) with consultation from Florida Cattlemen's Association, the Kentucky Beef Network, Texas Animal Health Commission, the U.S. Department of Agriculture, IMI Global, Allflex, Datamars, Fort Supply and Y-Tex.

INTERESTED?

Participation in the pilot project is completely voluntary. In an effort to support this pilot project, participating feedyards have agreed to subsidize the project at \$5 per head to participating producers who contribute the required information specified by the project.



\$5 PER HEAD

FEEDYARD SUBSIDY

Contact TCFA at savanna@tcfa.org or call (806) 358-3681 for more information or to become a pilot participant.

DISEASE TRACEABILITY

A traceability system will allow an animal to be traced back through every point of movement. This is crucial for effective disease traceability. To accomplish this, animals must be tagged with a unique electronic ID (EID) tag at the ranch of origin (or as soon as possible in the supply chain). The recorded movement events are accessible only when requested by the state veterinarian for a specific disease traceback. Key elements for the Disease Traceability & Value-Added Data Pilot are:

- Movement data captured at all points in the supply chain to aid in intrastate and interstate disease traceability.
- Animal health agencies may access data upon request, but all other information is confidential unless there is an agreement between buyer and seller.
- 840 and 900 series EID tags will be provided, depending on supply, or sold for a discounted price.

VALUE-ADDED DATA

The Disease Traceability & Value-Added Data Pilot allows businesses at each segment of the cattle/beef supply chain to capture and distribute information about individual animal origin, date of birth, weaning weight, animal health and performance products, treatment dates, processing procedures, feedyard performance and carcass data. This confidential information can only be shared through contractual B2B agreements that include the scope of the data, when data is shared and with whom and how shared data is utilized. This program:

- Is industry-led, rather than government-led.
- Allows the market to determine the value of the shared data.
- Utilizes an efficient and secure data sharing system that is easy to use, searchable, and managed by IMI Global.
- Improves cattle marketability through shared access to animal health and performance data through B2B agreements.
- Allows potential for **additional incentives**.

THIRD-PARTY VERIFIED

The Disease Traceability & Value-Added Data Pilot increases cattle producers' opportunity for participation in foreign market access programs and other branded programs. Enrollment in third-party verification programs is completely voluntary and pilot participants can opt out, while still gaining the full benefits of value-added data sharing.

Source verification and animal traceability are a base requirement of all third-party beef verification programs, including domestic marketing claims and export market product specifications. Commonly known programs of this nature are:

- Source and Age Verification
- China Export Verification
- Non-Hormone Treated Cattle Program
- Verified Natural

Producers who use Program Compliant Tags will have the capability to use the Disease Traceability & Value-Added Data Pilot to be evaluated by an approved USDA Process Verified Program and be Source and Age Verified at a minimum at an additional cost.

It is crucial that producers notify Disease Traceability & Value-Added Data Pilot administrators of their desire to enroll in third-party verification programs upon initial participation in the pilot since verification of origin and age cannot be traced back through the system.

HOW IT WORKS

Itemized to the right is how data could flow to each segment of the supply chain to achieve the value-added benefit through B2B agreements. Each market segment and owner will have the opportunity to explore potentials for **additional premiums** or acquisitions of individual animal information as shown here or through other agreements.

