

# Packers: Why get involved?

Secure your spot in the Cattle Trace Pilot Project to help influence the future of an expanded traceability system in the U.S. beef cattle industry.



## What is Cattle Trace?

The beef industry recognizes the need for a viable end-to-end cattle disease traceability system which provides tools to manage a disease outbreak and resume commerce, and may provide opportunities to add value throughout the industry.

The Cattle Trace Pilot Project is being designed as a multi-phased initiative to trace cattle through the supply chain and identify opportunities to improve the system. While the project is being conducted primarily in Kansas, the system will be a model for broader adoption across the nation. It is being led by the Kansas State University Beef Cattle Institute, Kansas Department of Agriculture, Kansas Livestock Association, and Innovative Livestock Services, Inc.

### Cattle Trace objectives include:

1. **Developing a purpose-built infrastructure** for an animal disease traceability system.
2. **Evaluating the efficiency and capabilities** of the system and infrastructure.
3. **Determining the value** of an animal disease traceability system throughout the supply chain.



## CATTLE TRACE LOGISTICS:

1. The following data points will be read and transmitted to the Cattle Trace database each time cattle walk through a tag reader system:
  - a. Official animal identification number
  - b. GPS location of the reader/scan site
  - c. Date and time
2. Official project readers will be located at the following places of cattle movement:
  - a. Livestock auction markets
  - b. Feedyards
  - c. Packers
3. Participant data will remain confidential and will be housed on the Cattle Trace third party database.

## The following pilot project specifications must be met:

- 1. Identify a single point of contact at your operation to work directly with Cattle Trace**
  - This person will be the contact for mock animal disease trace-back exercises, reader/software installation, and general correspondence throughout the pilot project.
- 2. Identify locations to install the Ultra High Frequency (UHF) reader(s)**
  - At a minimum, cattle are scanned as they are hung on the trolley.
  - Tags will be officially retired.
- 3. Project investment**
  - Packer partners are asked to invest in reader(s) and software to support the pilot project.
  - Additional, but minimal, costs may require investment from the packer, including internet connection, electricity, and any physical framework adjustments for the reader installation.
- 4. Project outreach**
  - While not required, partners in the Cattle Trace project will have the opportunity and are encouraged to be an advocate for the project and the importance of disease traceability in the U.S. beef cattle industry.

TO LEARN MORE, CONTACT US AT:

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