

# Challenges and Incentives of Traceability of Programs for Cattle/Beef Products



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Des Moines, IA

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Beef Marketing Group



# Our Mission – Beef Marketing Group

“Create a consistent and predictable supply of safe, wholesome **BEEF** to meet consumer demand and fulfill the needs of end users.”

BMG



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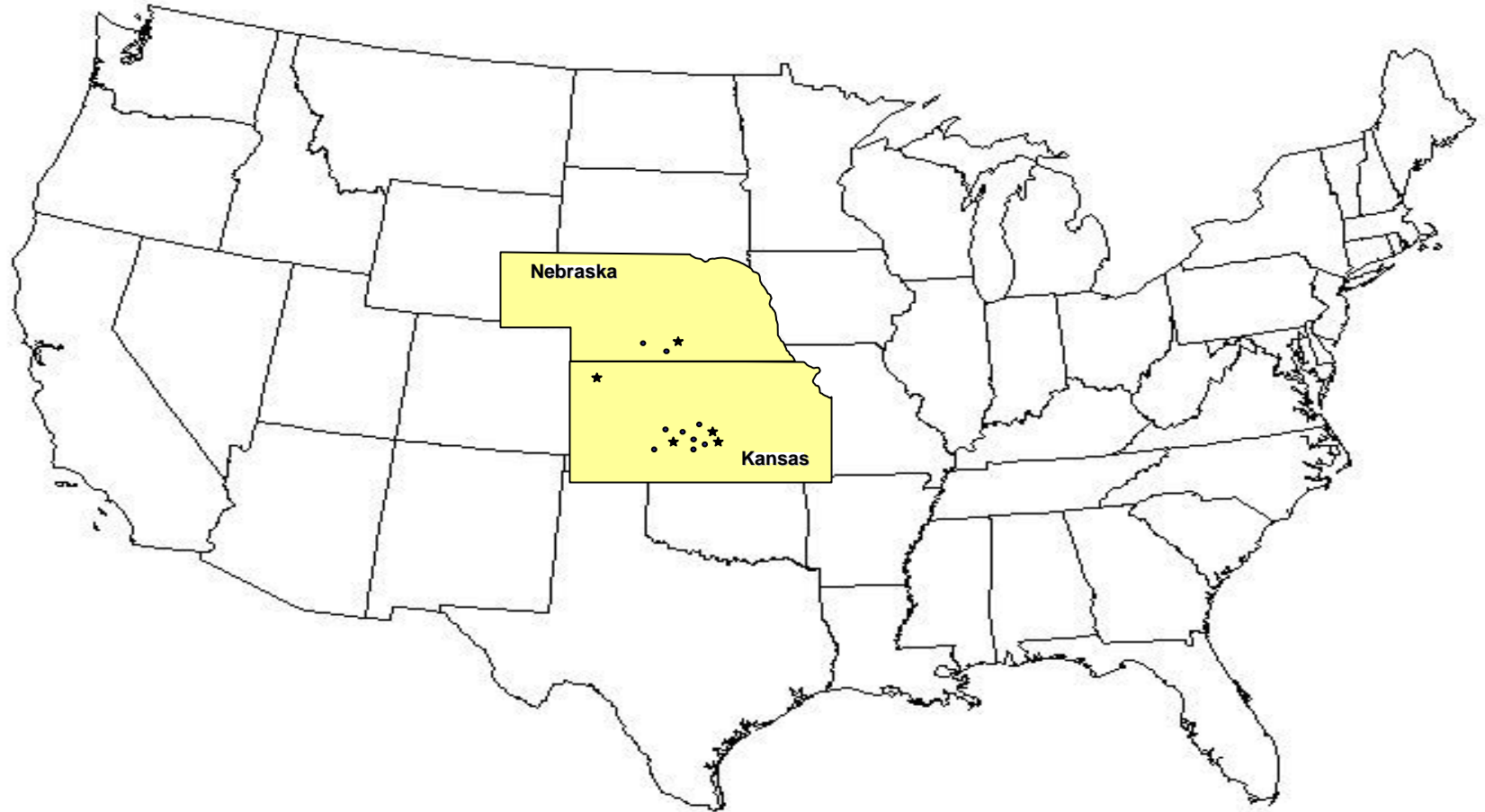


# History – Beef Marketing Group

- Established in 1987
- Producer cooperative consisting of family owned cattle operations
- 14 feeding operations (295,000 head capacity)



# BMG Feedlot Locations



# Trace Back Compliance & Management

- Where did the animal come from?
- Who owned it?
- What did the animal eat?
- Was it ever sick?
- What health regimens were administered to the animal?
- Is there an audit trail?



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# Beef Traceability Objective Will Require Individual Animal Tracking


- Timely audit trail
- BMG can identify an individual animal with 60 minutes
  - Feedlot
  - Lot #
  - Ranch of origin
  - Age
  - Sex
  - Carcass data, etc.

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Individual animal management  
strategies optimize beef  
profitability by reducing  
production and performance  
inefficiencies while creating  
value and additional marketing  
opportunities

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# Value Chain Alignment



Rancher

- Individual animal ID
- Individual animal traceback/forward
- Program compliance verification
- Program certification
- Genetic improvement
- Health treatment verification

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# Value Chain Alignment



Rancher

Stocker

- Program compliance verification
- Program certification
- Pre-conditioning verification
- Electronic individual animal profiles

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# Value Chain Alignment



Rancher

Stocker

Feeder

- Program compliance verification
- Commingling
- Individual animal optimum end point marketing
- Individual carcass data to improve sorting result
- Individual treatment history
- Pen space utilization
- Feed ingredient source verification

# Value Chain Alignment



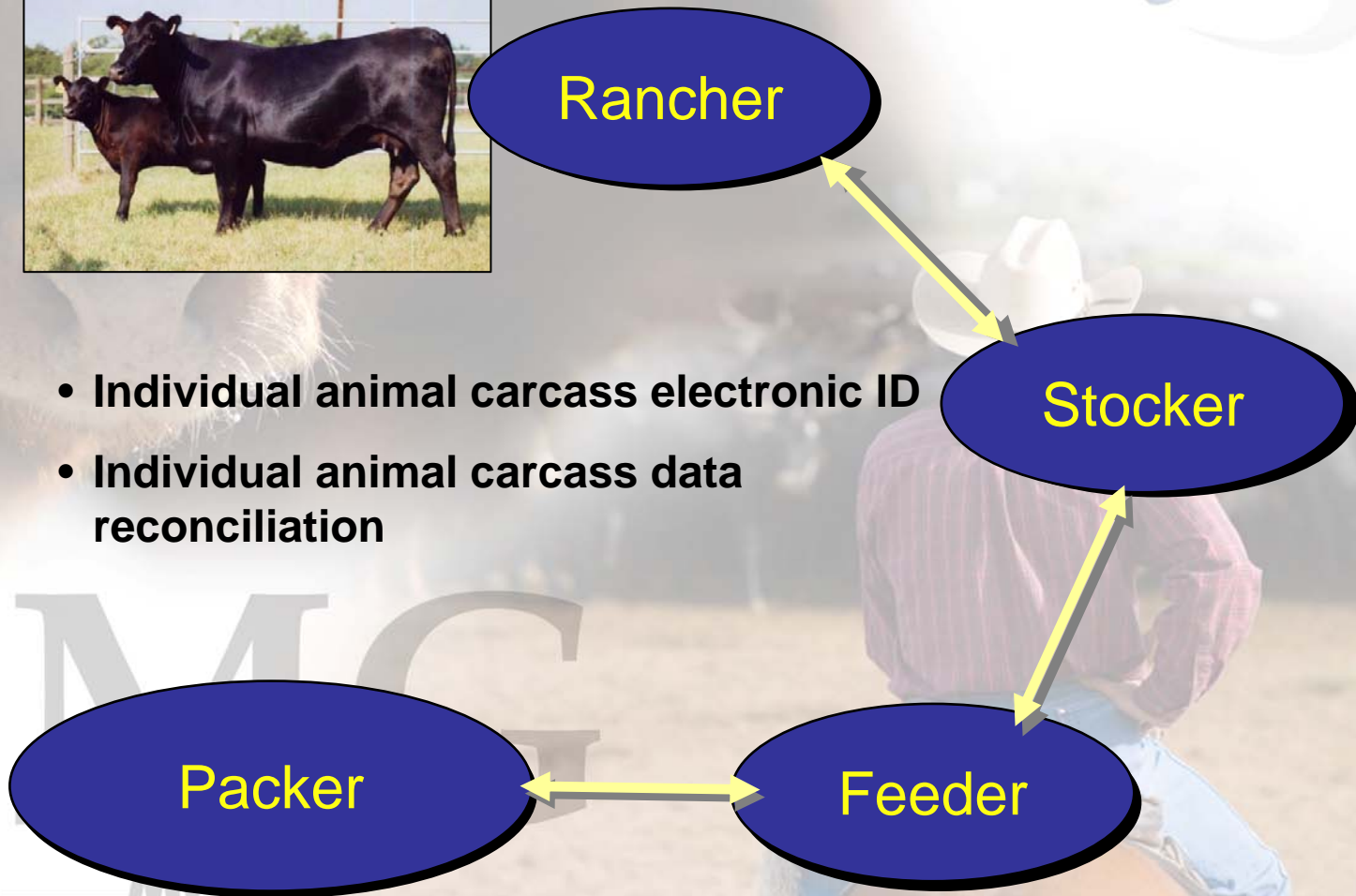
Rancher

- Individual animal carcass electronic ID
- Individual animal carcass data reconciliation

Stocker

Packer

Feeder



# Value Chain Alignment



Rancher

Retailer/Foodservice

- Source verification
- Program certification
- Brand insurance
- Quality assurance/control

Stocker

Packer

Feeder

BMC

# Beef Cattle Incentives in Traceability

## USDA Quality Systems Assessment Program

- Scope: Source and age verified
- Must record first & last calf born
- Cattle must be less than 21 months when harvest
- Meet Japan's requirements
- Cattle must be enrolled in a USDA PVP or QSA program for source & age
- Individual animal identification
- Full traceability super cedes dentition

Document Name: US-0001-AUS000000  
Revision: 000000

**USVERIFIED™**  
NON-HORMONE TREATED CATTLE (NHT) VERIFIED  
SOURCE AND AGE VERIFIED

**USVERIFIED™ SHIPPING CERTIFICATE**  
SOURCE AND AGE AND NON-HORMONE TREATED CATTLE PROGRAM  
USVerified Plan training was successfully completed and the Producer understands the Source and Age and NHTC Program Requirements

This certificate is issued to:

IMI Global Approved Supplier at [www.usverified.com](http://www.usverified.com)

Approved by DC (Date):  
PA for Source & Age and NHTC

APPROVAL DATE

Load Information	
Shipping to:	
Total # of head shipping:	
Shipper (if both parties responsible for transportation and loading):	
Lot/Plan Number of assessment:	
Ship Date:	

\*This certificate represents only this group of cattle

Imagines should be directed to: [usverified@usverified.com](mailto:usverified@usverified.com)  
(800) 343-1716

IMI Global, Inc. is a  
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For specific details, visit <http://www.usverified.com>

Cattle Meet Source and Age Requirements for EV/BEV 20 and 30 Month Programs and NHTC EV Requirements for the EU

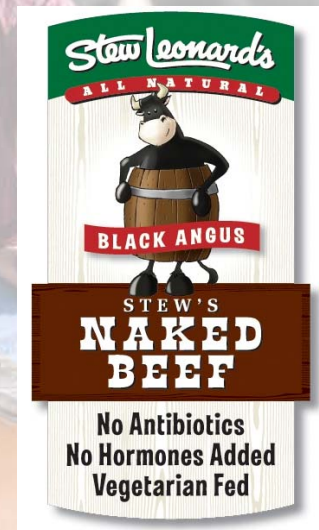
CERTIFICATE #

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# Beef Cattle Incentives in Traceability

## Natural

- Full traceability
- Angus
- No antibiotics, no hormones, no animal derived feedstuffs, no ionophores
- Never ever program – all locations MUST be Natural
- Ranch, stocker, backgrounder, feedlot
- Treated calves uniquely identified



# Additional Programs that Require Traceability

## USDA Non-Hormone Treated Cattle

- No growth hormones, implants, MGA or beta-agonists
- Program certification
- Meets EU requirements

## Breed Specific Programs

- Angus Source



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# Management Benefits

- Benchmark performance opportunities
- Enter information chute side
- Information accessible from any location via internet
- Ability to drill down data

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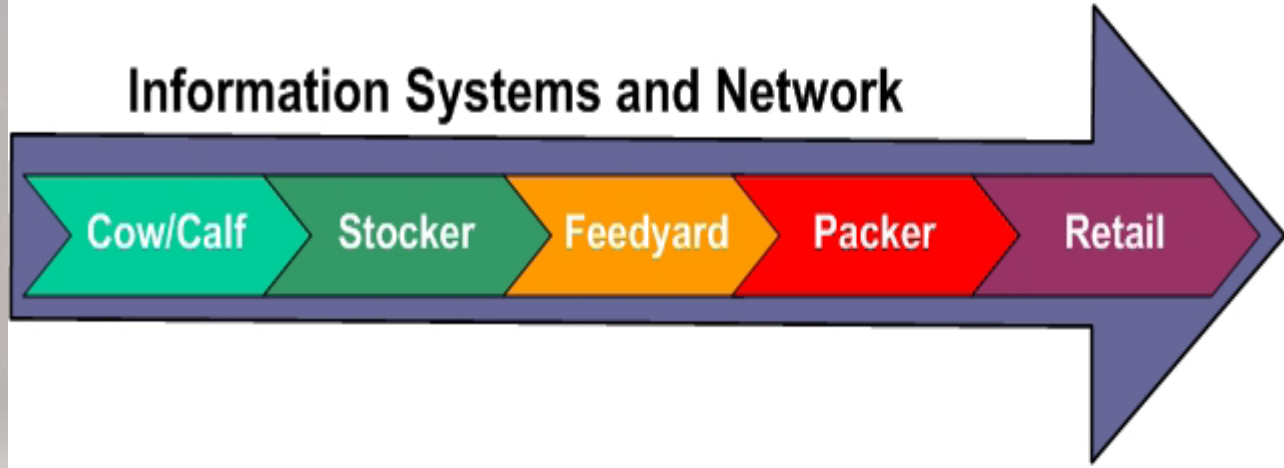
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**Consumer Target**

## Information Systems and Network



**Cow/Calf**

- Source Verification
- Specification Cattle
- VAC-45 Programs
- Quality Assurance
- Genetic Improvement
- Information Feedback

**CattleLog**

**Stocker**

- Specification Cattle
- VAC-45 Programs
- Post-Weaning Pre-Conditioning
- Quality Assurance
- Information Feedback

**CattleLog**

**Feedyard**

- Inventory Management
- Optimum Endpoints
- Quality Assurance
- Multiple Grid Alternatives
- Information Analysis

**ACCU-TRAC**

**Packer**

- Tracking Individual Animal Records
- Matching Live and Carcass ID
- Individual Measurement

**ACCU-TRAC**

**Retailer**

- Specification Production
- Increased Quality and Consistency
- Improved Eating Experience

**ACCU-TRAC**

# Data Collection

**CattleLog Pro**

Process Cattle | Animal History | View Scans | Configure Port | Sort Groups | View Report

Owner ID [ ] Owner [ ] Protocol [ ]

EID [ ] Sex [ ] Edit Protocol [ ]

Visual ID [ ] [ ] 0 Steer [ ]

Temp 0.0 [ ] Increment VID [ ] Weight 0 Re - Weigh [ ]

Breed [ ] Lot [ ] Pen [ ]

Color [ ] Comment [ ]

Heifer [ ]

Average Daily Gain

Weight	Prev. Weight	ADG	Date	Days
	Since First			
	Since Last			

Sort Group [ ] Protocol [ ]

Total Head Count 0 Reset Count [ ]

Manual Save [ ] Save [ ]

Close [ ]

- Reports and information only as good as the data collected
- Consistency in what and how the data collected is key
- Only collect as much data as you are going to use – time and money to collect data

# Data Collection

CattleLog -- Animal Information Systems - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Refresh Print Mail Print Preview Help

Address [http://www.cattlelog.com/pages/rpt\\_login.htm](http://www.cattlelog.com/pages/rpt_login.htm) Go Links

Friday June 5, 2009

## CattleLOG™

Animal Information Systems

Home Products and Services News and Events Support Enroll Now Reports Login

Home > Reports Login

### Reports Login

Please enter your username and password below to view your CattleLog Reports.

Username:

Password:

Click [here](#) if you forgot your password.

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# Data Collection

	A	B	C	E	G	H	I	J	K	L	M	N	P	Q	R	S	T	W
1	EID	TRANSACTION	VID	ALLIANCE	BIRTH DATE	BREED	COMMEN	GENDER	HIDE	LOCATION	LOT	OLD	ORIGIN	OUT CAUSE	PEN	PROGRAM	RANCH TAG	WEIGH
2	985152003530109	10/27/2008	S8348	BMG	02/15/2008	ANGUS		STEER	BLACK	Thomas County Feeders	2070		Joe Painter, Buffalo SD		138	NATURAL/QSA	Yut	648
3	985152003530301	10/27/2008	S8237	BMG	02/15/2008	ANGUS		STEER	BLACK	Thomas County Feeders	2070		Joe Painter, Buffalo SD		138	NATURAL/QSA	Yut	534
4	985152003530339	10/27/2008	S8386	BMG	02/15/2008	ANGUS		STEER	BLACK	Thomas County Feeders	2070		Joe Painter, Buffalo SD		138	NATURAL/QSA	Yut	508
5	985152003530360	10/27/2008	S8278	BMG	02/15/2008	ANGUS		STEER	BLACK	Thomas County Feeders	2070		Joe Painter, Buffalo SD		138	NATURAL/QSA	Yut	536
6	985152003530361	10/27/2008	S8228	BMG	02/15/2008	ANGUS		STEER	BLACK	Thomas County Feeders	2070		Joe Painter, Buffalo SD		138	NATURAL/QSA	Yut	696
7	985152003530365	10/27/2008	S8243	BMG	02/15/2008	ANGUS		STEER	BLACK	Thomas County Feeders	2070		Joe Painter, Buffalo SD		138	NATURAL/QSA	Yut	510
8	985152003530913	10/27/2008	S8403	BMG	02/15/2008	ANGUS		STEER	BLACK	Thomas County Feeders	2070		Joe Painter, Buffalo SD		138	NATURAL/QSA	Yut	532
9	985152003530923	10/27/2008	S8314	BMG	02/15/2008	ANGUS		STEER	BLACK	Thomas County Feeders	2070		Joe Painter, Buffalo SD		138	NATURAL/QSA	Yut	520
10	985152003530941	10/27/2008	S8249	BMG	02/15/2008	ANGUS		STEER	BLACK	Thomas County Feeders	2070		Joe Painter, Buffalo SD		138	NATURAL/QSA	Yut	486
11	985152003530941	11/25/2008	D8921				s8249				2080	2070		TREATMENT	186	FALLOUT		
12	985152003530941	12/17/2008	86861	BMG				STEER			8388		ANG SOURCE		080	QSA		630
13	985152003530947	10/27/2008	S8294	BMG	02/15/2008	ANGUS		STEER	BLACK	Thomas County Feeders	2070		Joe Painter, Buffalo SD		138	NATURAL/QSA	Yut	646
14	985152003530950	10/27/2008	S8474	BMG	02/15/2008	ANGUS		STEER	BLACK	Thomas County Feeders	2070		Joe Painter, Buffalo SD		138	NATURAL/QSA	Yut	540
15	985152003881126	10/27/2008	S8385	BMG	02/15/2008	ANGUS		STEER	BLACK	Thomas County Feeders	2070		Joe Painter, Buffalo SD		138	NATURAL/QSA		644
16	985152003881128	10/27/2008	S8221	BMG	02/15/2008	ANGUS		STEER	BLACK	Thomas County Feeders	2070		Joe Painter, Buffalo SD		138	NATURAL/QSA		652
17	985152003881128	11/19/2008	D9197				S8221				2080	2070		TREATMENT	40	FALLOUT		640
18	985152003881128	12/09/2008	28107	BMG				STEER			8372		PAINTER RANCH		051	QSA		690
19	985152003881129	10/27/2008	S8331	BMG	02/15/2008	ANGUS		STEER	BLACK	Thomas County Feeders	2070		Joe Painter, Buffalo SD		138	NATURAL/QSA		942
20	985152003881130	10/27/2008	S8469	BMG	02/15/2008	ANGUS		STEER	BLACK	Thomas County Feeders	2070		Joe Painter, Buffalo SD		138	NATURAL/QSA		544
21	985152003881131	10/27/2008	S8404	BMG	02/15/2008	ANGUS		STEER	BLACK	Thomas County Feeders	2070		Joe Painter, Buffalo SD		138	NATURAL/QSA		580
22	985152003881132	10/27/2008	S8265	BMG	02/15/2008	ANGUS		STEER	BLACK	Thomas County Feeders	2070		Joe Painter, Buffalo SD		138	NATURAL/QSA		626
23	985152003881133	10/27/2008	S8475	BMG	02/15/2008	ANGUS		STEER	BLACK	Thomas County Feeders	2070		Joe Painter, Buffalo SD		138	NATURAL/QSA		546
24	985152003881135	10/27/2008	S8186	BMG	02/15/2008	ANGUS		STEER	BLACK	Thomas County Feeders	2070		Joe Painter, Buffalo SD		138	NATURAL/QSA		646
25	985152003881135	03/05/2009	D9874				s8186				3015	2070		TREATMENT	40	FALLOUT		930
26	985152003881135	03/31/2009	D9874								3015				Q			998
27	985152003881136	10/27/2008	S8354	BMG	02/15/2008	ANGUS		STEER	BLACK	Thomas County Feeders	2070		Joe Painter, Buffalo SD		138	NATURAL/QSA		522
28	985152003881137	10/27/2008	S8374	BMG	02/15/2008	ANGUS		STEER	BLACK	Thomas County Feeders	2070		Joe Painter, Buffalo SD		138	NATURAL/QSA		532
29	985152003881138	10/27/2008	S8202	BMG	02/15/2008	ANGUS		STEER	BLACK	Thomas County Feeders	2070		Joe Painter, Buffalo SD		138	NATURAL/QSA		680
30	985152003881139	10/27/2008	S8352	BMG	02/15/2008	ANGUS		STEER	BLACK	Thomas County Feeders	2070		Joe Painter, Buffalo SD		138	NATURAL/QSA		554
31	985152003881140	10/27/2008	S8340	BMG	02/15/2008	ANGUS		STEER	BLACK	Thomas County Feeders	2070		Joe Painter, Buffalo SD		138	NATURAL/QSA		624
32	985152003881141	10/27/2008	S8446	BMG	02/15/2008	ANGUS		STEER	BLACK	Thomas County Feeders	2070		Joe Painter, Buffalo SD		138	NATURAL/QSA		572
33	985152003881141	11/03/2008	D8902				s8446				2035	2070		TREATMENT	180	FALLOUT		

allianceEidArray

# Producer Opportunities for Management Enhancement

- Genetic analysis
- Management analysis



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# Challenges in Beef Cattle Traceability

- Accountability
- Proficient technology
- Human intervention
- RFID technology
- Cost
- Information flow and coordination

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# Questions? Comments?

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The **BMG** VISION:



*"An integrated, efficient and profitable producer of beef meeting exact specifications for value-added, branded programs to meet consumer needs in a domestic and global marketplace."*

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