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HOW ONTARIO CAN LEARN FROM AUSTRALIA'S TRACEABILITY AND MEAT STANDARDS PROGRAM

OAKVILLE, ON, Canada — August 12, 2014: Value Chain Management International (VCMI) today released a case study on one of the most effective livestock traceability systems in the world in terms of economic impact — Australia's National Livestock Information System (NLIS).

In early 2014, in conjunction with Beef Farmers of Ontario (BFO), VCMI facilitated a visit to Australia to learn about this highly progressive system. The purpose of the visit was to provide senior industry representatives with the opportunity to view firsthand the challenges and drivers that led to the development of NLIS, how the system is sustained and governed, and how innovative business leaders are utilizing NLIS to improve the production and marketing of beef. These insights will provide valuable lessons as Ontario moves toward full chain traceability.

Animal ID and traceability are two separate issues. Animal ID enables traceability to occur, but it is not traceability. Canada's current traceability systems and how they are implemented do not adequately reflect this reality. This in turn negatively impacts the effectiveness of Canada's traceability in beef compared to NLIS.

Ontario's beef industry could capture added value by differentiating itself from other provinces by leading the development of an effective chain length traceability system. This is especially true given the market opportunities that are emerging in the EU, where lifetime traceability is viewed as an imperative. Other importing nations also view lifetime traceability as an important differentiator and source of added value. "The lessons learned in Australia demonstrate that there is opportunity for Ontario to differentiate itself from other jurisdictions by implementing full chain traceability," explains Richard Horne, BFO Manager of Policy and Issues. "The smaller cattle producing states of Victoria and Tasmania provide excellent examples of how relatively small cattle markets can distinguish themselves and add value by utilizing well designed traceability systems for marketing initiatives."

"The cost of establishing and maintaining an effective traceability system need not be prohibitive or penalize one level of the value chain in favour of another. To be sustainable and effective, traceability systems must be designed from a management perspective, with the entire chain contributing financially to its operation and evolution," expressed Dr. Martin Gooch, CEO of VCMI.

The full case study can be viewed on VCMI's website via the following link: [CASE STUDY](#).

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VALUE CHAIN MANAGEMENT INTERNATIONAL (VCM I)

VCM I is dedicated to improving the profitability and competitiveness of commercial businesses, primarily in the agri-food industry, through promoting and enabling the management of closely aligned value chains. VCM I helps businesses develop closer strategic relationships with customers and suppliers, resulting in them being able to learn and adapt more effectively and realize greater profits than if operating unilaterally.

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