



FOR IMMEDIATE RELEASE

Enhancing the Value and Effectiveness of Beef Traceability in Ontario

OAKVILLE, ONTARIO, June 1, 2015 — Value Chain Management International has released a report comparing the relative capabilities and benefits of Ontario's beef traceability systems with that of Australia's National Livestock Identification System. (To access the report, click [here](#).)

The three pillars of an effective chain-length traceability system are movement reporting, premises ID and animal ID. The report determines that Ontario's beef industry has considerable opportunity to benefit financially by establishing a more effective beef traceability system than currently exists. This would enable producers and downstream businesses to use traceability as a valuable management tool. It would also enable the industry to capture new and preferred markets — in North America and further afield.

A key challenge facing Ontario's beef industry is that any traceability system is only as good as the data that is fed into it, and how that data is managed then acted upon. Establishing a more effective traceability system would hinge on industry making challenging decisions and addressing issues that have historically undermined the development of a traceability system which could emulate Australia's National Livestock Information System (NLIS). One key issue would be to make Premise Identification Numbers (PIDs) and adherence to recording animal transportation a mandatory requirement of all farmers and stakeholders.

The report concludes by describing how Ontario's beef industry could apply lessons learned in Australia and the achievements of its national traceability system to improve its own competitiveness and profitability. They include establishing industry-government partnerships to develop the infrastructure required to collect and manage the data required. It is also essential to demonstrate the commercial and competitive advantages to implementing and maintaining an effective traceability system, by delivering education and training to stakeholders along the value chain. The benefits achieved could extend to other sectors such as sheep, veal, goat and pork.

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VALUE CHAIN MANAGEMENT INTERNATIONAL (VCMI)

VCMI is dedicated to helping businesses in the agri-food and seafood industries enhance their long-term profitability and environmental sustainability. The company achieves this by enabling businesses to develop close consumer-focused relationships with customers and suppliers, which provides them with the ability to adapt to changing market conditions and mitigate risks more effectively than if working unilaterally.

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