

7

SCENARIOS

Age/Source/Process Verification

OPPORTUNITIES TO DISCUSS ANIMAL IDENTIFICATION

BACKGROUND

More and more producers are recognizing they can benefit from verifying their animals for age and source or for the processes under which they are raised. This is a trend that will most likely continue, because U.S. and foreign consumers are demanding it.

Of particular concern to producers is the issue of Country of Origin Labeling (COOL), which is contained in the 2008 Farm Bill. COOL requires the identification of a meat product's country of origin beginning September 30, 2008.

SETTING THE SCENE:

Your client, Dave Brown, owns a large cow/calf operation and is always looking for an edge on the competition. Recently, Dave began using radio-frequency identification (RFID) devices to assist in verifying his cattle for age and source. His timing is good, since COOL was included in the new Farm Bill. Your client is aware of this coming requirement and wants to be a step ahead.

As his veterinarian, you are always on the alert for ways to optimize animal health, while at the same time assist your client in improving his/her bottom line.

CONVERSATION STARTER:

"I see you've begun to use RFID devices for age and source verification. It seems more and more of my clients are doing the same thing. How is that working out for you?" you ask.

"It's been great. I'm getting a pretty substantial premium because of it," responds Dave.

"You'll be interested in some information I just came across," you continue. "These new 840 official tags can also be used for value-added verification programs. This means you can continue to get the premiums for your cattle and be able to use the same number for official disease program work, including health certificates, at the same time."





KEY POINTS:

- More and more producers are using RFID devices in age- and source-verification programs.
- 840 AIN devices can be used to:
 - support age-and-source-verification programs,
 - participate in official animal disease program work, and
 - support the marketing opportunities associated with COOL.
- You should contact an AIN device manager or reseller in your area to purchase 840 AIN devices. For more information, you can visit www.usda/nais/840.

NEXT STEPS:

Research the process for purchasing 840 AIN devices in your State and be ready to share this information with clients.

- Go to www.usda.gov/nais/840 and find the list of AIN Device Manufacturers and the current product list of NAIS-approved 840 devices.
- If you are interested in selling and/or applying USDA 840 devices, refer to the “Steps to Becoming an AIN Device Manager/Reseller” document located at www.usda.gov/nais/840.