Animal Identification and Traceability Systems - Benefits and Importance

OIE International Conference *la Rural*, Buenos Aires
Asking The Consumer
Different Perspective, Same Sort of Question
Animal Identification, Not a New Tool
Animal Movement, Spread of Disease
Animal identification Systems – Disease Control in Ireland 2001

OIE Terrestrial Animal Health Code
The OIE Template
OIE – The Basic Elements
Joined Up Thinking & Planning
Barriers to Trade
Conclusion
Ask The Customer The Right Questions

Is Traceability a Food Safety Issue?
Should the Customer Have to Pay More for Traceability?
Who Should Guarantee Traceability?

Would You Buy Food Without Traceability?
What Does Traceability Mean To You?
Ask The Regulators and Business Men the Questions?

Traceability Essential to Safe Food Production?

As a Retailer I Demand Supplier Traceability?

Traceable Food Costs More, The Consumer Must Pay More?

Traceability Protects the Retailer from Insurance Claims?
Animal Identification Systems – From the Start

Position of cattle earmarks:
- Position 1
- Position 2
- Position 3
- Position 4
- Position 5
- Position 6
- Position 7

Images of sheep and cows with various markings.
Livestock Movement – The Spread of Disease
Animal Identification and Disease Control – FMD in Ireland 2001
Chapter 4.2
1. Article 4.2.2
2. Article 4.2.3
‘Design and Implementation of Animal Identification Systems to Achieve Animal Traceability’
Animal Identification Systems – Design Features – OIE Template

Desired Outcomes

Scope

Preliminary Studies

Programme design
OIE Template – Basic Elements

**Desired Outcomes**
- Animal Health?
- Public Health?
- Emergency Management?
- Trade?
- Animal Management & Breeding Programmes?

**Performance Criteria**
- *What is the expectation?*
- **Preliminary Studies** – *Know the Sector Involved*
- **Programme Design** – *Selection of Materials, etc.*
- **Legal Framework** – *Supported by National Legislation*
- **Implementation** – *Action Plan, Monitoring, Audit*
Joined Up Thinking & Planning

Livestock Producers
Veterinary Administration
Processors
Exporters & Retailers

Top Down Does Not Work
The Role of Government

- OIE Central Bureau
- OIE Regional Commissions
- National Governments
- FAO/Codex
- EU Commission

Diagram showing the interconnections between these entities.
Protectionism & Barriers to Trade

- So It’s Not The Same, Is the Risk Any Greater?
- Do We Really Need That Much Protection?
- Suffering from Short Memory Syndrome?
- What About Equivalence?
- Are We Really Talking About Protectionism
Thank You For Your Attention