2010 Extension Competition for Graduate Students

A New Live Animal Traceability System Regime What Individual States Should Know, Current Overview, and Implementation

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Philosophy

Extension should ...

- provide strong leadership for a university's public service mission,
- be synergistic with research to provide a scholarly approach,
- address the specific educational needs of clientele by providing proactive interaction and support.

->-> Develop a nationally recognized extension program

JOURNAL Home News Livestock Crops Markets Hay, Range & Pasture U.S. Needs To Move Forward With Food Animal I.D. It is pretty amazing how much impact a single cow can have. A single cow in Canada infected with BSE or "mad cow disease" set off a wave of reaction and her case taught U.S. meat producers a valuable lesson. The U.S. closed its borders to beef imports from Canada to eliminate as nearly as possible the least chance of the disease traveling to the U.S. and infecting our domestic animals. Prior to the import ban, Canada's share of the U.S. beef supply was about 6 percent. Last year Canada exported about one billion pounds of bee annually and about one million head of slauother cattle to the U.S. Tracking failure cattlenetwork December 1, 2009 - By Wes Ishmael Hard to believe six years have passed since Traceability: Trials & Tribulations the cow bearing BSE stole Christmas in the July 8, 2010 – John Maday, Drovers U.S. Harder to believe there's still no cattle Does it seem like we've been discussing and and beef industry... debating animal traceability for a long time? Way back in 2002 I had the interesting experience of serving on a planning team, organized by the USDA, to develop... December 1, 2009 McDonald's aims to have at least 10% of its U.S. beef purchases traceable from farm to table by year-end. Reuters reports the McDonald's effort is to help reassure its

consumers — in the wake of BSE in the U.S. — about food





• "Start up cost and additional labor required to implement is not <u>cost</u> effective."

United States Department of Agriculture Animal and Plant Health Inspection Service	
<image/> <text><text><text><text><text><text><text><text><text></text></text></text></text></text></text></text></text></text>	 Initial concerns Will moving to a collection of smaller systems be less effective for disease surveillance and response? As a producer what are my options now? Will domestic beef trade be affected? Will the U.S. lose export market access ?



₽\${\$\$iFre	Ort§ nt is mar	naging diseas	e when	designing a	traceability system
	Entirely				Very
	Unimportant	Unimportant	Neutral	Important	Important
	7.84%	3.16%	16.33%	37.49%	35.17%
Impleme	9.50%	2.80%	22.01%	33.47%	32.23%
impleme	Strongly	ninty is unnet	essary ii	COOL IIIpi	Strongly
	Disagree	Disagree	Neutral	Agree	Agree
	15.00%	8.24%	27.61%	20.50%	28.66%
Several res	ults on issues not dis	scussed in this slide	are available	in:: survey-id-feedbac	k/.

Producers' Preferences⁺

3 producer segments

- "Premises Registered: Prefer Advanced Traceability to NAIS" 47%
- "Premises Not Registered: Prefer No Traceability" 22%
- "Auction Users: Strongly against Advanced Traceability" 31%

Removal of traceability options contributes negatively to the economic welfare of producers – Assumes no \$/head market adjustments...

and the second second	Class 1 "Premises	Class 2 "Premises Not	Class 3 "Auction
	Registered"	Registered"	Users"
Removal of No	-\$2.32	-\$89.89	-\$0.76
Traceability	[-\$2.34, -\$2.30]	[-\$93.46, -\$86.66]	[-\$0.77, -\$0.75]
Mandatory NAIS	-\$19.10	-\$118.82	-\$0.76
Traceability	[-\$19.29, -\$18.91]	[-\$123.98, -\$114.19]	[-\$0.77, -\$0.75]

<u>Bottom line</u>: participation will likely be slow under all voluntary traceability systems...

Several results on issues not discussed in this slide are available in: –Journal of Agricultural Economics; <u>http://www.agmanager.info/livestock/marketing/AnimalID/JAE_2010.pdf</u> –K-State Research and Extension; <u>http://www.agmanager.info/livestock/marketing/AnimalID/MF2943.pdf</u>







Proposed Change	Example 1	Example 2
Does your operation Currently tag? Tag=1. No tag=0		
Average number of breeding females		
eID tag cost, \$/unit		
Program Components		
Tag Applicator Costs		
eID tag applicator cost, \$/unit		
eID Tag Labor Cost		
Labor rate, \$/hour		
Labor and Chute Costs		
Number of employees		
Cost of tagging service, \$/head		
Chute charge per head		
Data Accumulator		
Initial cost, total		
Program Enrollment Cost		
Initial fee, total		
Per animal fee, \$/head		
On-site evaluation, total	-h. X. F <u>-t-</u> n	- C. J. C. L
Renewal fee, total		
Per animal renewal fee, \$/head		
How many years do expect to be in this program?		
Management Componenets		
Electronic Reader Cost	auc	
Cost of reader, \$/unit		
Software Cost		
Initial cost \$		
initial cost, y		
Final Cost Brookdown		
Final Cost Breakdown		
Final Cost, 9 Final Cost Breakdown Interest rate on RFID investment Interest rate on operating costs		













	mpariso	n of Cattle	e Popula	ation and	d Iden	tification	n and Tra	ceability	Systems
	Country	Cattle Population (1,000 hd) ¹	Premises ID ²	Individual Cattle ID²	Group / Lot Cattle ID ²	Electronic Cattle ID ²	Record Animal Movement²	Retire Animal Number²	
	Australia Botswana Brazil Canada	28,560 3,100 207,157 14,830	M V M V	M M V M	V NA M NA	M M V M	M M M V	M V V M	Competing export
	European Union Japan	90,355 4,391	M M	M M	v v	v v	M M	M M	
	Mexico Namibia New Zealand*	28,648 2,384 9,652	V M V	M V	v v v	v v v	M V	M V	Major importing countries
	South Korea* Uruguay	2,484	M M	M	V V	V M	M	M M	
	States* World	96,702 1,383,157 s are for cattle r	v opulations ii	v 1 2006 as repo	v arted by ti	v e Food and As	v riculture Organ	v aization of	
	the United N 2 M = Manda	ations (FAOSTA tory, V = Volunt	AT, 2008). ary, NA = No	t Allowed	, .		,		
MAR NAIS	Source: Bow Scientist.	voluntary prog	ram. The req 3). Reproduce	uirements list d with permis	ed are for sion from	those who ch Editor-in-Chi	oose to particip ef, Professional .	ate Animal	





SESS	SION EVALUAT	ION			
Session: A New Traceability System R Current Overview, and Imple	egime: What Inc mentation	lividuz	il State	s Shoul	d Know,
Presenter: Excellent Good	Fair			Poor	
Best Things:					
Improvements:					
	Level of Agreement (Strongly Disagree – Strongly Agree)				
 This session provided a good background on traceability. 	SD	D	Ν	A	SA
 This session provided little useful information. 	SD	D	Ν	A	SA
I am pleased I participated in this session.	SD	D	Ν	A	SA
 Major issues of this topic were not addressed. 	SD	D	Ν	Α	SA
5. The information was presented at an understandable level.	SD	D	Ν	Α	SA
6. This information was well organized.	SD	D	Ν	A	SA
 The "decision tool" demonstration was helpful. 	SD	D	Ν	Α	SA







