



Introduction

- International meat market changes
 - Animal traceability emergence
- Why study Australia's systems and what did we learn?
- What does this mean for the U.S.?

Changing International Meat Market

- What is animal traceability?
- Economic incentives:
 - Animal health
 - Food safety concerns
 - Satisfying both foreign AND domestic consumers
 - Verifying credence attributes
 - Properly assign liability
 - Improving management

Australian Experience

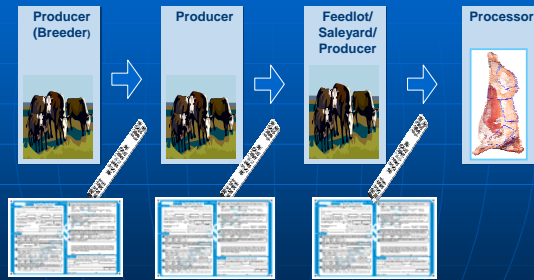
- Objectives of the trip
- When, where, and who of our trip

Australia's Beef Industry

- World's largest beef exporter
 - Export >65% of production, vs. <15% in U.S.
- ¾ of cattle are "grass-fed"
- Feedlot sector is 1/27th size of U.S.
- Total cattle herd is ¼ size of U.S.



Current traceability in Australia

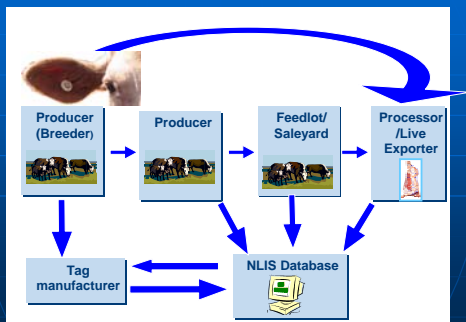


MLA 2004

Current Australian Individual ID

- National Livestock Identification System
 - Whole-of-life individual ID system
 - Uses RFID technology
 - Database of animal movements
 - Implemented in phases by state
 - Compatible with other services

How NLIS works



MLA 2004

Current Australian Individual ID

- NLIS Implementation
 - Various state schedules
 - First tag new born calves
 - 1 yr later mandate reading RFID tags
- Benefits of NLIS:
 - Advanced management capabilities
 - International trade
 - Food safety reassurance
 - Meat traceability and niche market development











Summation of Australian Findings

- Over 30 yrs of animal traceability
 - Producer acceptance
 - Producer knowledge
 - Industry is ahead of many exporting competitors
 - Maintained international market access
- Individual ID by Summer 2005

Implication for U.S.

- General U.S. Beef Industry Implications:
 - Int'l meat market changes
- U.S. Traceability Implications:
 - Keep it simple
 - Education/technical support
 - Initial gov't funding/assistance
 - Avoid regionality issues
 - Meat traceability ability
 - Producer verification documents

Questions ???
