



Development of a NAFTA in Canada - Partnership Between Industry and Government

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Winnipeg, Manitoba
June 2, 2009



Presentation Outline

- Canada's experience and direction on traceability.
- The collaboration of industry and governments on livestock traceability.
- The commitment from governments.
- International perspectives.
- Thoughts on research and development



Traceability in Canada – a Brief History

- 1990 - National Advisory Board on Animal Identification was created to coordinate livestock traceability efforts.
- 1998 - The Canadian Cattle Identification Agency (CCIA) was created to lead cattle sector's identification and traceability initiatives.
- 2000 - creation of National Livestock Identification for Dairy – to manage national tag distribution using existing Holstein Canada resources
- 2001 - national regulations for beef, dairy cattle, and bison
- 2001 - Québec became the first province to formalize its commitment to traceability with the creation of Agri-Traçabilité Québec (ATQ), a full traceability system for cattle and sheep based on RFID technology.
- 2003 - Can-Trace – an industry-government roundtable to develop national standards for full food chain traceability.
- 2004 - national regulations for sheep
- 2005 - Canadian Livestock Identification Agency (CLIA) – a multi-species organization which began development of livestock traceability standards



FPT Ministers Provided the Mandate for a National System

- FPT Agriculture Ministers Meeting June 27, 2006

“... Ministers committed to phasing-in an enhanced National Agriculture and Food Traceability System (NAFTS) applicable to all livestock and poultry. They agreed to create an industry advisory group to work with officials to develop an implementation plan. Within the national framework, provinces/territories have agreed to lead the implementation process for multi-commodity premises identification...”



NAFTS - An Evolution From....

TODAY (2006)

- Identification of cattle, sheep and bison with preliminary work on premises and movement.
- Focus on data collection to support CFIA disease outbreak, food safety, & emergency management.
- Capable but independent traceability databases and associated infrastructures (e.g. people, resources, policies).
- Industry-led process.

FUTURE

- Full traceability of livestock and poultry, implementation plans based on risk and sector capacity.
- Focus on legitimate, multiple information uses by multiple users supported by efficient data collection system.
- "Single window access" to a number of databases that operate according to national standards and policies.
- Industry government partnership. Industry leadership within a clearly articulated and long-term government commitment.



NAFTS - An Evolution From

TODAY (2006)

- Standards largely developed commodity by commodity.
- Livestock identification/traceability.
- Mixture of sector by sector voluntary and regulatory supports.
- Costs and benefits unequally distributed across chain.

FUTURE

- National standards that apply across all sectors with flexibility to adapt to meet individual sector needs.
- Livestock and poultry traceability within a broader context of agriculture and food traceability
- Move to comprehensive regulatory framework with supporting incentives.
- Costs shared across industry and government, commensurate with benefits received.



The Industry-Government Advisory Committee (IGAC) is the NAFTA forum for livestock traceability

- In August 2006, an Industry-Government Advisory Committee (IGAC) comprising the FPT governments and representatives of twenty national livestock and poultry organizations and traceability service providers was created to lead the development and implementation of the livestock and poultry components of NAFTA.
- IGAC has taken the lead on developing traceability implementation plans for the 4 priority species (cattle, hogs, sheep and poultry). Other livestock sectors are now also working on implementation plans (cervid, equine).
- IGAC has established national livestock traceability data standards and performance targets.



Through IGAC, industry and government are working on key livestock traceability issues

- **Information Sharing** – to address privacy, confidentiality, and authorities to collect, keep and share information.
- **Cost Sharing** – to develop a practical cost-share model
- **Communications** – to develop common and consistent messaging
- **IT Guidance** – comparable expectations of data service providers
- **Compliance and Audit** – compliance thresholds supported by audit
- **Voluntary-Mandatory** – facilitate full reporting of core traceability information
- **Research & Development** – develop a national R&D strategy



FPT governments' commitment to traceability

- **Governments are fulfilling their responsibilities**
 - Implementation of premises identification and verification
 - Legislative and regulatory framework
 - Developing a national information management solution (portal)
 - Exploring implementation of traceability in other sectors
 - Providing leadership, cooperation and communication for change
- **Governments are providing funding to industry to implement traceability:**
 - Industry Infrastructure – national programs to support national traceability initiatives, with priority given to livestock and poultry.
 - Enterprise Infrastructure – Provincially-delivered programs to support individual enterprises to acquire traceability equipment.



The Vision is for a National Agriculture and Food Traceability System (NAFTS)

- The vision is for a secure National Agriculture and Food Traceability System to better serve citizens, industry and government. The system will provide timely, accurate and relevant information to enhance emergency management, market access, industry competitiveness, and consumer confidence.
- Details behind the vision:
 - Integrated, beginning with livestock and poultry
 - To respond to challenges and seize opportunities
 - **Industry and government will work together; neither can do it alone**
 - Capacity to trace products and product attributes along the food chain
 - Those benefiting will share the costs.
 - Will be built on national standards.



And beyond livestock and poultry...

- Fish and Seafood
 - In November, 2008 the Canadian Council of Fisheries and Aquaculture Ministers (CCFAM) created a Task Group to recommend and initiate a coordinated and integrated traceability system for Canadian fish and seafood products.
- Produce
 - In October 2008, 34 companies from throughout the produce supply chain endorsed the Produce Traceability Initiative (PTI) to move the supply chain to common standards for electronic produce traceability by the end of 2012.
- Grains and special crops
 - The Canadian Grain Commission's Canadian Identity Preserved Recognition System (CIPRS) is a voluntary program that certifies companies selling products through Identity Preserved programs.



International Perspective – keys to traceability success

- Legislative framework
- Efficient, professional data system and user support
- Government financial support
- Low cost, simple, accurate systems
- Mandatory, but phased-in to help build capacity for compliance
- Consultative/partnership approaches
- Fair cost/benefit sharing
- Studies to demonstrate benefits
- Local services/extension packages
- Coordination amongst all players – one clear direction
- Vision, performance measures, plan
- Top-down does not work... but neither does bottom-up



Canadian Integrated Traceability Program (CITP)

- \$3.4 million invested from government and industry in livestock traceability pilot projects during 2007.
- **Lessons learned:**
 - Equipment must be robust and multi-functional.
 - Automatic upload of information is preferred and could assist in herd management.
 - Technical support is required outside of normal office hours.
 - Integration is required throughout the entire value chain.
 - Producers and others may not adopt the system unless it becomes mandatory or else the financial incentives from the marketplace exceed the costs.
 - Technology must operate at the speed of commerce.



IGAC's R&D Commitment

- IGAC has committed to nurture relationships with all partners that have a stake in developing traceability at a national level.
- IGAC broadened the R&D Working Group and this conference to include representatives from academia, producers' groups, service providers, funding agencies and the private sector.
- The development of Canada's Traceability R&D Strategy will:
 - identify and communicate research priorities;
 - communicate on-going projects and projects' findings;
 - provide a forum where collaborative work between governments, producers' groups, service providers and the private sector is nurtured; and,
 - facilitate and measure technology adoption.



In conclusion, some thoughts

- Industry and governments are committed to collaborate.
- Technology challenges include reliability, speed, training and support, adoption, and integration.
- Economic challenges include identifying and sharing the costs and benefits.
- Epidemiologic challenges include bio-security, pandemics and food safety. How can traceability best contribute?
- A Canadian Traceability R&D Strategy will only be possible with commitment and collaboration from everyone in attendance.