

European Association of Livestock Markets

Annual General Meeting

CASTRO RIBEIRAS DE LEA, SPAIN
28 & 29 APRIL 2011



The role and impact of the database for the marketing of cattle & sheep

Challenge or Opportunity?



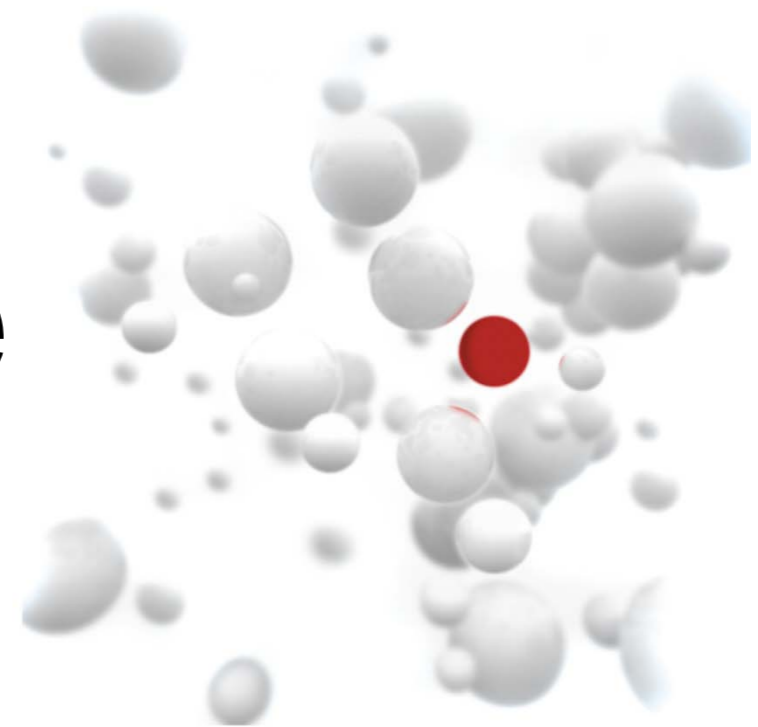
Basis Scottish Sheep Data

- Scottish Sheep Flock 3.2 million
- Breeding Sheep 800,000
- Slaughter Sheep 2.6 million
- Movements 7 million

Sheep Movements

- All sheep are EID scanned in market
- Individual movements are sent live to ScotEID Database
- Market sends spreadsheet of the source and destination of the sheep to the Scottish Animal Movements Unit (SAMU)

Advantages ScotEID Database



- Real Time Traceability
- Markets & Abattoirs (CCP's) reduces burden for farmer reading tags
- Reduced paper burden

SHEEPTRACEABILITY
EID RESEARCH PILOT



Challenge

ScotEID Database

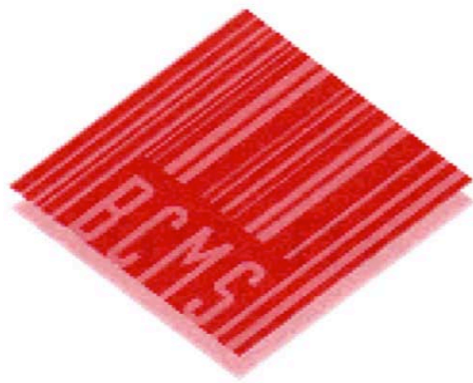
- Recording farm to farm moves
- Researching movement integrity
- The challenge of robust data systems
- Complying with 21/2004 articles

Basis Scottish Cattle Data

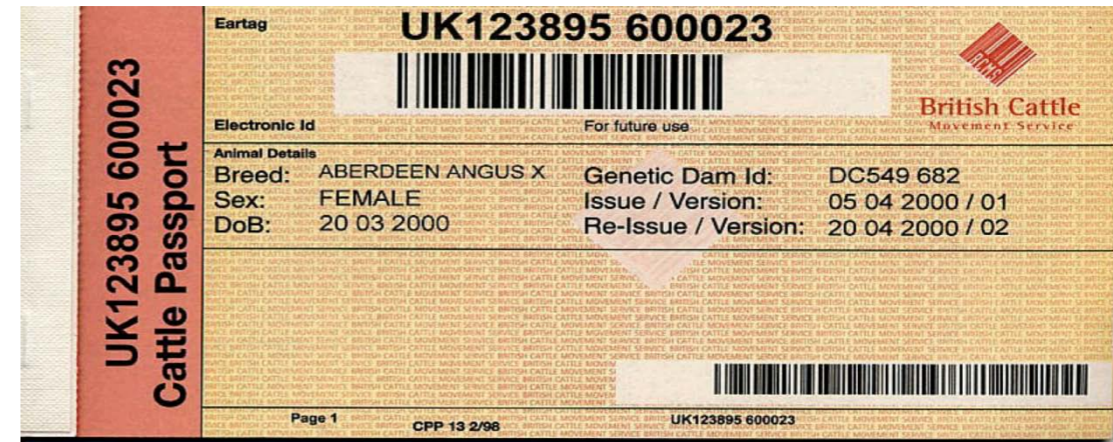
- Cattle Population: 1.85million
- Breeding Animals 650,000
- Beef 70%
- Dairy 30%
- Movements 1.40million

Cattle Movements

- Passport scanned for ID number and animal information
- Market records the movement off farm, through the market and onto farm/abattoir
- Information sent electronically to British Cattle Movement Service (BCMS) within 72 hours



British Cattle
Movement Service



- Real-time traceability impossible
- Costly
- Animal ID and passport must be “matched” by visual reading
- Data capture and data assembly is difficult

Bovine EID (LF RFID) opportunity?

- Real-time database required to gain benefits
- Limited information can be held on tag
- Passports would still be required unless permanent online connection to real-time database
- costly transponders and readers

Bovine EID (UHF RFID) opportunity?

- Real-time database required to gain benefits
- Removes requirement for permanent database connection
- Ear tags can theoretically hold all the required animal information
- UHF transponders and fixed readers are less expensive
- Read range is greater and data transfer faster

2006 SEERAD Trial Results

SCOTTISH EID TRIAL (Conducted in 2006) SHEEP RESULTS					
Trial Site Number	Tag Type	Reader / Antenna	No of Sheep	No Read Sucessfully	
1	UHF	Static Plate	126	124	98.41%
1	UHF	Handheld	169	169	100.00%
3	UHF	Static Plate	125	117	93.60%
			420	410	97.62%
2	LF HDX and FDX	Race Reader	174	172	98.85%
4	LF HDX and FDX	Sheet Panel	144	122	84.72%
5	LF HDX and FDX	Static Panel	156	149	95.51%
6	LF HDX and FDX	Static Panel	208	166	79.81%
			682	609	89.30%

Based on data from "Report on Scottish EID trials", January 2007, SAOS ltd for SEERAD

ScotEID Pilot Phase III

- ScotEID database is able to record the movement of cattle
- Phase III of Pilot is doing research into Bovine EID
- Scottish Industry are all in favour of Bovine EID

Challenge or Opportunity?

A real-time database together with the right EID technology is both a challenge and an opportunity.

Thank you.