Implementation of the National Animal Identification System in Wisconsin

By: Bernie O’Rourke

UWEX Youth Livestock Specialist
Who is WLIC?

• Multi-species
• Cross-industry
• Producer groups

Cooperative efforts with DATCP and USDA
• AI Organizations
• American Veal Assn.
• Breed Registries
• Cooperatives (WI, NY)
• Dairy Processing Plants
• DHIA (National, WI, CA, NY)
• ID Companies
• Lending Institution
• Livestock Market Assn.
• Professional Dairy Producers of 
  WI
• Processing plants
• Technology Companies

• WI Bison Producers
• WI Deer and Elk Farmers
• WI Cattlemen’s & Beef Council
• WI Farm Bureau
• WI Fed. Cooperatives
• WI State Horse Council
• WI Pork Producers
• WI Holstein Association
• WI Indepen. Livestock Dealers
• WI Milk Marketing Board
• WI Purebred Dairy Cattle
• WI Veal Growers
• WI National Farmers Organization
• WI Emu Association
• WI Sheep Breeders Cooperative
  • University of WI
  • Diagnostic Lab
  • DATCP
  • USDA, APHIS, VS
Focus of WLIC

• Implementation of a National Animal Identification System (NAIS)
• Education and Communication
• Give choices to WI Producers
• A State Premises Registration System
To achieve a traceback system that can identify all animals and premises potentially exposed to an animal with a Foreign Animal Disease (FAD) within 48 hours after discovery.

Develop a National animal ID system that is cost effective, practical and meets the 48 hour Traceback objective.
Today!

Farm A → Livestock Auction → Processor

Farm B
**Animal ID:** 840 834502584384

<table>
<thead>
<tr>
<th>Prem ID</th>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>A23L449</td>
<td>7/22/2000</td>
<td>Tag Allocated</td>
</tr>
<tr>
<td>A23L449</td>
<td>10/04/2000</td>
<td>Tag Applied</td>
</tr>
<tr>
<td>A23L449</td>
<td>8/12/2004</td>
<td>Moved Out</td>
</tr>
<tr>
<td>442DW31</td>
<td>8/13/2004</td>
<td>Sighted</td>
</tr>
<tr>
<td>TR25D54</td>
<td>8/15/2004</td>
<td>Slaughtered</td>
</tr>
</tbody>
</table>
Regional Differences

NAIS State Responsibilities!

- State Premises Identification
- Intra-State movement of animals
  - Disease status
  - Health requirements
  - Zoning

2004 - 2007
Premises System

- Premise = wherever animals are commingled
  - Farms, markets, fairgrounds,

- Registrations
  - Paper form mailed to WLIC
  - Online registrations by producers
  - Online registration by industry on behalf of producers
1. Obtain a premises ID (Paper or Internet)
2. www.wiid.org
3. NO COST!!

Provide information needed to register the location(s) where you house/keep your animals
Welcome!

We’re glad you’ve stopped in to learn more about the Wisconsin Livestock Identification Consortium (WLIC). The WLIC is a multi-species effort led by Wisconsin’s livestock and industry organizations in cooperation with the Wisconsin Department of Agriculture, the Trade and Consumer Protection (DATCP), the United States Department of Agriculture (USDA), and the University of Wisconsin (UW) Extension.

On-site premises registration and information:

Farm Technology Days in the Beef Tent
World Dairy Expo in Booth #129
Step 1) Setting up a business account
WLIC Login

First Time Users

Click Here to Register Now

Existing Users

User ID: 
Password: 

Did you forget your password?

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Welcome to the Enrollment Wizard. To have access to the system, you first need to setup an account.
Account Setup: Who Are You?

Who is going to be the Primary Contact for this account?
First/Middle/Last Name: Leanne P. Ketterhagen
(example "Jack H. Jackson")

What is the name of the business that you operate as?
Business Name: Leanne Ketterhagen

Who is going to be the Alternate Contact for this account?
Same as Above: Yes
First/Middle/Last Name: (entry fields are editable if checkbox is cleared)
(example "Jack H. Jackson")
Account Setup: Where is Leanne Ketterhagen?

Primary Mailing Address of the Business

Please input your full street address in Address line.

- Address: 135 Enterprise Drive Suite ID
  (example "135 Enterprise Drive Suite ID")
- Add'l Line 1: 
- Add'l Line 2: 
- City: Verona
- Country: USA
- State/Province: Wisconsin (WI)
- Zip/Postal Code: 53593
- County: Dane
Address Validation by Premises Allocator
## Account Setup: What is Leanne Ketterhagen?

### How is Leanne Ketterhagen organized?

**Business Type:**
- Incorporated Company
- State or Federal Government entity
- **Individual**
- Limited Liability Company
- Non-Profit Organization
Account Setup: What type of business does Leanne Ketterhagen have?

Select all that apply:

- Production Unit - Farm, Ranch, Flock, Feedlot, Hunting lease, etc.
- Clinic - Location where animals are treated for a disease or injury.
- Exhibition - Animal show or exhibition (i.e. State Fair, National Show, etc.)
- Laboratory - Location where animal is terminated and carcass is examined.
- Market/Collection Point - Livestock market/auction or collection point where animals are sold.
- Non-producer Participant - Organization that records animal information and has no association with the animals (i.e. DHIA, Veterinarian, etc.)
- Port of Entry - Location where animals are allowed to enter into the U.S.
- Quarantine Facility - Location where diseased animals are quarantined.
- Rendering - Location where animals that died at the farm or in transit are processed.
- Slaughter Plant - Location where animals are terminated for consumption.
- Tagging Site - Location where animals are tagged with an official USDA approved ID device.
**Account Setup: How do we get in touch with you?**

<table>
<thead>
<tr>
<th>How can we get in touch with Leanne Ketterhagen?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phone # 1* *</td>
</tr>
<tr>
<td>Type Main Business</td>
</tr>
<tr>
<td>Phone # 2</td>
</tr>
<tr>
<td>Type Cell Phone Number</td>
</tr>
<tr>
<td>Phone # 3</td>
</tr>
<tr>
<td>Type Pager Number</td>
</tr>
<tr>
<td>Phone # 4</td>
</tr>
<tr>
<td>Type Fax Number</td>
</tr>
<tr>
<td>Email Address</td>
</tr>
<tr>
<td>Website Address</td>
</tr>
</tbody>
</table>

*Required field.
Account Setup: How do you want to setup your security access?

Please create the login credentials for the primary user for this account.

- **User ID**:Iketerhagen (8-12 characters - can be numbers or letters)
- **Password**:********** (8-12 characters - can be numbers or letters)
- **Confirm Password**:**********
- **Recovery Question**:What is your favorite car?
- **Recovery Answer**: (minimum 5 characters)
Account Setup: Summary

NOW you can register your Premises. Click Next >> to continue.

Your Account is now ready and an email confirmation has been sent to you containing the following information.

<table>
<thead>
<tr>
<th>Account Information</th>
<th>Contact Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Account: #511</td>
<td>Primary Contact: Leanne P Ketterhagen</td>
</tr>
<tr>
<td>Business Name: Leanne Ketterhagen</td>
<td>Main Business: (608)848-5237</td>
</tr>
<tr>
<td>Business Type: Individual</td>
<td>User Name: Iketterhagen</td>
</tr>
<tr>
<td>Operation Type: Non-producer Participant</td>
<td>Alternate Contact: Leanne P Ketterhagen</td>
</tr>
<tr>
<td>Website Address:</td>
<td>Email: <a href="mailto:Iketterhagen@wld.org">Iketterhagen@wld.org</a></td>
</tr>
<tr>
<td>Address: 135 ENTERPRISE DR STE ID VERONA,</td>
<td>Recovery Question: What is your favorite car?</td>
</tr>
<tr>
<td>WI 53593-9122 USA</td>
<td>Address: Same as Account (Can be edited later)</td>
</tr>
</tbody>
</table>

Print  Next>>
Step 1) Setting up a business account

Step 2) Setup premises ID’s
Register Premises: Instructions.

You are now going to register your premises by providing information about the location(s) you manage or hold livestock on. This information is vital to the development of a successful animal disease management program for the United States!
Register Premises: Address Confirmation

Is your main Premises address (location of your operation) the same as the address you entered for your account?

135 ENTERPRISE DR STE ID
VERONA, WI
53593 9122

Same  Different
Register Premises: Enter Address

<table>
<thead>
<tr>
<th>Enter the address of location of the Premises</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address</td>
</tr>
<tr>
<td>City</td>
</tr>
<tr>
<td>State</td>
</tr>
<tr>
<td>Zip</td>
</tr>
<tr>
<td>Country</td>
</tr>
<tr>
<td>County</td>
</tr>
</tbody>
</table>

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Address Validation by Premises Allocator
Register Premises: Enter Details

Please provide a few more pieces of information about 290 PRAIRIE HEIGHTS DR, VERONA, WI, 53593 - 2230

Name/Description *: Home Place

Premises Type *: (change)

Species *: (change)

County: Dane

Legal Land Description

Township(1N-53N) Range(20W-30E) Section(1-35)

GPS Coordinates (Lat/Long) N  

<< Back Next >>
Register Premises: Confirmation

Please double check the address again. A Premises Identification Number will be assigned to it and will not be subject to change. To have a Premises ID assigned to this address select Finish.

If the address needs to be revised, select <<Back.

Please confirm the following information:

<table>
<thead>
<tr>
<th>Name/Description</th>
<th>Home Place</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premise Type</td>
<td>Production Unit</td>
</tr>
<tr>
<td>Species</td>
<td>Bovine (Bison and Cattle)</td>
</tr>
<tr>
<td>Address</td>
<td>290 PRAIRIE HEIGHTS DR</td>
</tr>
<tr>
<td></td>
<td>VERONA, WI 53593 - 2230</td>
</tr>
<tr>
<td></td>
<td>Dane County</td>
</tr>
<tr>
<td></td>
<td>USA</td>
</tr>
</tbody>
</table>

Legal Land Description
GPS Coordinates
Nationally assigned unique premises ID
Step 1) Setting up a business account

Step 2) Setup premises ID’s

Step 3) Review of information
Account: Leanne Ketterhagen

Account Information

Business Name: Leanne Ketterhagen
Business Type: Individual
Operation Type: Non-producer Participant
Account #: 511
Account Status: Active
Member Since: 13/05/2004 Must renew on or before 13/05/2005

Account Contacts

<table>
<thead>
<tr>
<th>Type</th>
<th>Name</th>
<th>Phone</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary</td>
<td>Leanne P Ketterhagen</td>
<td>(608) 848-5237</td>
<td>135 ENTERPRISE DR STE ID VERONA, WI 53593-9122 Dane County USA</td>
</tr>
<tr>
<td>Alternate</td>
<td></td>
<td></td>
<td>Dane County USA</td>
</tr>
</tbody>
</table>
WHAT IS NEXT?

Step 2: Individual animal ID

Step 3: Animal Tracking
### Animal Event History

The event history below includes all events for the following cross-referenced IDs:

**American ID**: 60000601  
**RFID**: 98200000000601

### Current Animal Details

**Species**: Bovine (Bison and Cattle)  
**Sex**: Female  
**Date of Birth**: 02/01/2003  
**Breed of Animal**: HOLSTEIN

### Animal Event History

<table>
<thead>
<tr>
<th>Event</th>
<th>Date &amp; Time</th>
<th>Sighting/Reporting PremID &amp; Current Account</th>
<th>Source/Destination PremID &amp; Current Account</th>
<th>Animal ID</th>
<th>Event Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>ALLOCATED</td>
<td>01/01/2003</td>
<td>00388FU Farmland Acres</td>
<td></td>
<td>60000601</td>
<td>002Z4U020040401120101.IND</td>
</tr>
<tr>
<td>APPLIED</td>
<td>04/01/2003</td>
<td>00388FU Farmland Acres</td>
<td></td>
<td>60000601</td>
<td>002Z4U02004040120101.IND</td>
</tr>
<tr>
<td>SLAUGHTERED</td>
<td>04/11/2004</td>
<td>0037F20</td>
<td></td>
<td>982000000000601</td>
<td>002Z4U0200404120101.IND</td>
</tr>
</tbody>
</table>
2. Obtain Official ID Devices

- Official ID tags can be obtained from USDA APHIS certified AIN managers.
  
  For example breed registries, DHIA’s, State departments, livestock markets, etc..

- You will need to provide your Premises ID and address information.

- Cattle Species group recommendation:
  
  • Radio Frequency ID Device (RFID)
3. When does a producer apply ID Devices?

- Cattle Species group recommendation:
  
  • Seller is responsible to identify an animal with an official ID before they leave the farm.
  
  • Dairy farmers recommended to tag at birth

- Most farmers will require some type of visible herd management tag to manage the animals. This can be cross-referenced with official ID device (RFID)
4. What information should a producer record?

It is up to the producer to decide if they wish to collect any production information, however for regulatory purposes it is important as a minimum to maintain a record of when an animal moved in and out of the farm.

As the national system is developed, ID data can be sent by a producer, or via a service provider to a database.
5. What information should a producer report?

- Integration with inter, intra state movement requirements, and brand inspection

- Cattle Species group recommendation:
  - Buyer/receiver required to report movement
  - Seller/Producer can report animals sold/died, but not required

- Producer reporting options:
  - Direct (paper, herd management software)
  - State department/ Branding agency
  - Service providers (DHIA, Others)
Recent Developments

- State Legislation
  - Premise Registration Act
- WLI C Agents
- FSA Offices
- Pilot Projects
- Service Providers
- Communication
  & Education Plan
- UW Extension
- NAIS interim State Premises Registration System
Conclusions

• >50 WLIC members
• 3600 premises registered
• 16 WLIC agents
• 50% registered by Agents
• 6 FSA offices
• Establish contract with DATCP
• Premises registration mandatory by 11/2005
Role of Extension

• Education
  – www.wiid.org (under information there are fact sheets for use)
  – Suggest using: Why premise registration? & Frequently asked questions
  – MAQA Activity (youth)

• Communication
  – Animal Health Issue

• NOT ENFORCING!!
• **Premise Registration - Step 1**
  - November 1, 2005 (mandatory)
  - Short term projects (sometimes youth projects) need to register.

• **Animal Identification - Step 2**
  - Pilot Projects

• **Animal Tracking - Step 3**
  - Pilot Projects
Liability Concerns

• Producers are, and have always been responsible for the livestock they produce

• Merely having a premises ID will neither increase nor decrease that liability

• Effective traceability can help protect producers who apply best management practices
Security Concerns

• Producer information will be held private in a secure database

• You have control over your account and information
  – Each Producer sets up their own user name and password
  – Other individuals can only access your data if you give them permission

• In the event of a disease outbreak or a public safety emergency, the legislation does allow the animal health officials access to the data
Pilot Projects Pertaining to Youth

• Beef
  – Premise Registration with RFID tags for state fair check in and some county fair pilots.

• Sheep
  – Piloting different types of tags at state fair check in.

• Swine
  – Currently nothing for youth this show season.
Further Questions

• Contact:
  • Leanne Ketterhagen at WLIC
  • 135 Enterprise Drive, Suite 1D, Verona, WI 53593, 1-888-808-1910,
    lketterhagen@wiid.org
  • Bernie O’Rourke, Youth Livestock Specialist
  • Any of the campus Animal Specialists!!