



20

24

SNAP
SHOT

join the movement 

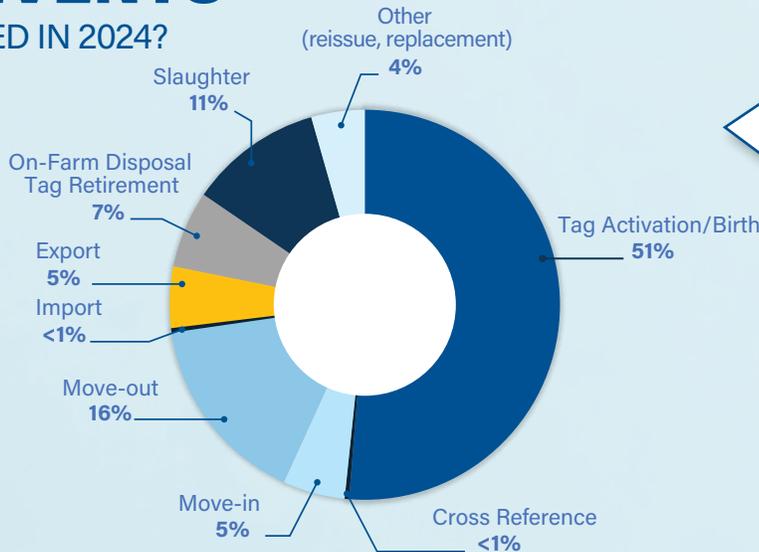
BUILDING ON DAIRY CATTLE TRACEABILITY

In 2024, DairyTrace initiated new projects that build on traceability to connect the industry and provide benefits across the dairy value chain. Check out the highlights below to learn more!

Dairy farmers and other value chain participants are reporting events to DairyTrace, continuing to build a strong national traceability system that is ready to respond when needed.

WHAT EVENTS

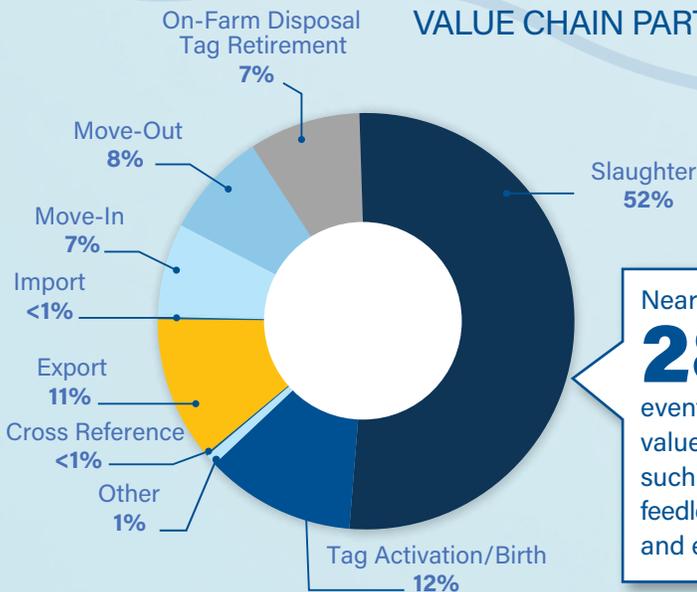
WERE REPORTED IN 2024?



DairyTrace Customer Services assisted dairy farmers with nearly **9,500** phone calls and **6,400** emails

WHAT EVENTS

ARE BEING REPORTED BY VALUE CHAIN PARTICIPANTS?



Nearly **285,000** events were reported by value chain participants, such as slaughterhouses, feedlots, deadstock operators and exporters.

216,456

move-out events were voluntarily reported as a recommended best practice.



650,626

dairy tag activation/birth events were reported, ensuring full traceability from birth to death.

PROJECT HIGHLIGHTS

Dairy farmers have continued to increase reporting to DairyTrace since its launch in 2020. With the objective of involving the whole dairy value chain in traceability, DairyTrace initiated outreach strategies for participants such as fairs, veal producers and abattoirs, and is adding more options to streamline reporting.

join the movement

DairyTrace launched the “Join the Movement” campaign. This slogan encourages the continued role of dairy farmers in traceability and extends an invitation to others in the dairy value chain to participate in DairyTrace.



DairyTrace launched a new landing page specifically for value chain participants. On this page, there is a video inviting value chain participants to join the movement and close the loop on dairy cattle traceability.



DairyTrace investigated new software options to streamline traceability reporting. The latest software program to be connected to DairyTrace, **AssistExpo**, is used by many fairs and shows for record keeping and data management, which makes traceability easier than ever!



Now with years of traceability data, the DairyTrace team is working to ensure that information is **accurate, up to date and available in the event of an animal health emergency**. Customer Services initiatives focused on identifying data inconsistencies and improvements include:

- Animal inventory clean up
- Premises information verification
- Account updates and inactive account validation
- Looking into contradictions in timing of events reported (e.g. a move-in reported for an animal after the date of tag retirement)
- And more

INDUSTRY COLLABORATIONS

In 2024, our industry was faced with the potential impact of a disease never expected to affect dairy cattle. This reality highlighted the necessity of a national traceability system like DairyTrace to protect our industry. To assist with animal health surveillance and disease management, DairyTrace worked jointly with Dairy Farmers of Canada and other industry partners, specifically Animal Health Canada, the Canadian Food Inspection Agency (CFIA) and provincial Chief Veterinary Offices.

This work included:

- Supporting industry preparedness for highly pathogenic avian influenza including providing database access and training for CFIA agents and approved provincial Chief Veterinary Offices.
- Providing aggregate metrics to CFIA for foot-and-mouth disease modeling.
- Providing aggregate data to CFIA for bovine disease surveillance, helping to promote the economic well-being of the agricultural sector, ensure food safety and public health, and maintain Canada's access to international trade of livestock and livestock products.

Effective emergency planning, preparedness and response are key to successfully responding to a foreign animal disease.

THANKYOU

Thank you for your contributions to a successful 2024! The work you have done by submitting your traceability events to DairyTrace has helped lay the foundation of an effective national and globally trusted traceability system, making the Canadian dairy industry even stronger.

proAction[®]

Dairy farmers across Canada use proAction[®] to demonstrate and document best practices, proving that they produce some of the safest, highest quality milk on the planet. Under proAction, farmers demonstrate excellence in six distinct areas, one of which is Traceability. Since the Traceability module has been implemented, farmers have shown the most improvement in on-farm recording of tag activations and move-ins. Reporting of movements, tag activations and tag retirements has steadily increased in 2024.

Photo credit
Nicolas Mesly