

Alberta Livestock & Meat Strategy

Alberta Livestock Information System Breakout Session



Alberta Agriculture and Rural Development
June 5, 2008

The Alberta Livestock Information System (ALIS) Outcomes

- Built on joint industry and government leadership and cooperation
- Enhanced preparedness for and response to crises, emergencies and disease outbreaks – to avoid multi billion dollar disasters and payouts
- Enhanced industry competitiveness and market opportunities
 - differentiated products & diversified markets
- Enhanced livestock information and sharing: increased supply chain communication, efficiencies, and effectiveness
- Internationally credible systems
- Built on and using existing systems

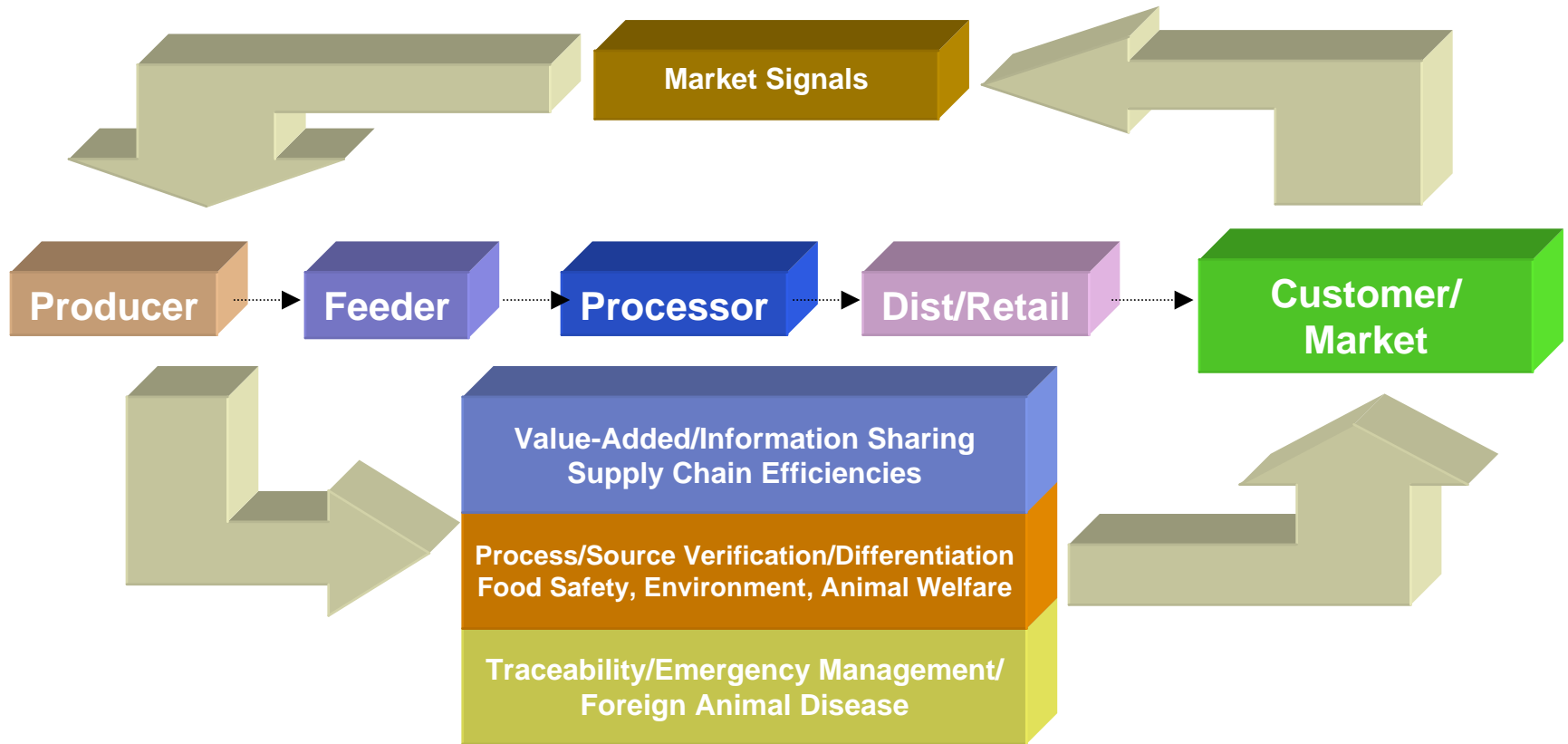
The ALIS Approach

- Build on integrating multiple databases, systems, and processes that currently exist, for example:
- CCIA, LIS, ARD Premise ID system, ARD cervid systems, OFFSAPs
- Industry and government will work together to determine the most appropriate and effective way to manage this system
- Short-term inconvenience for long-term gain

The Purpose of ALIS

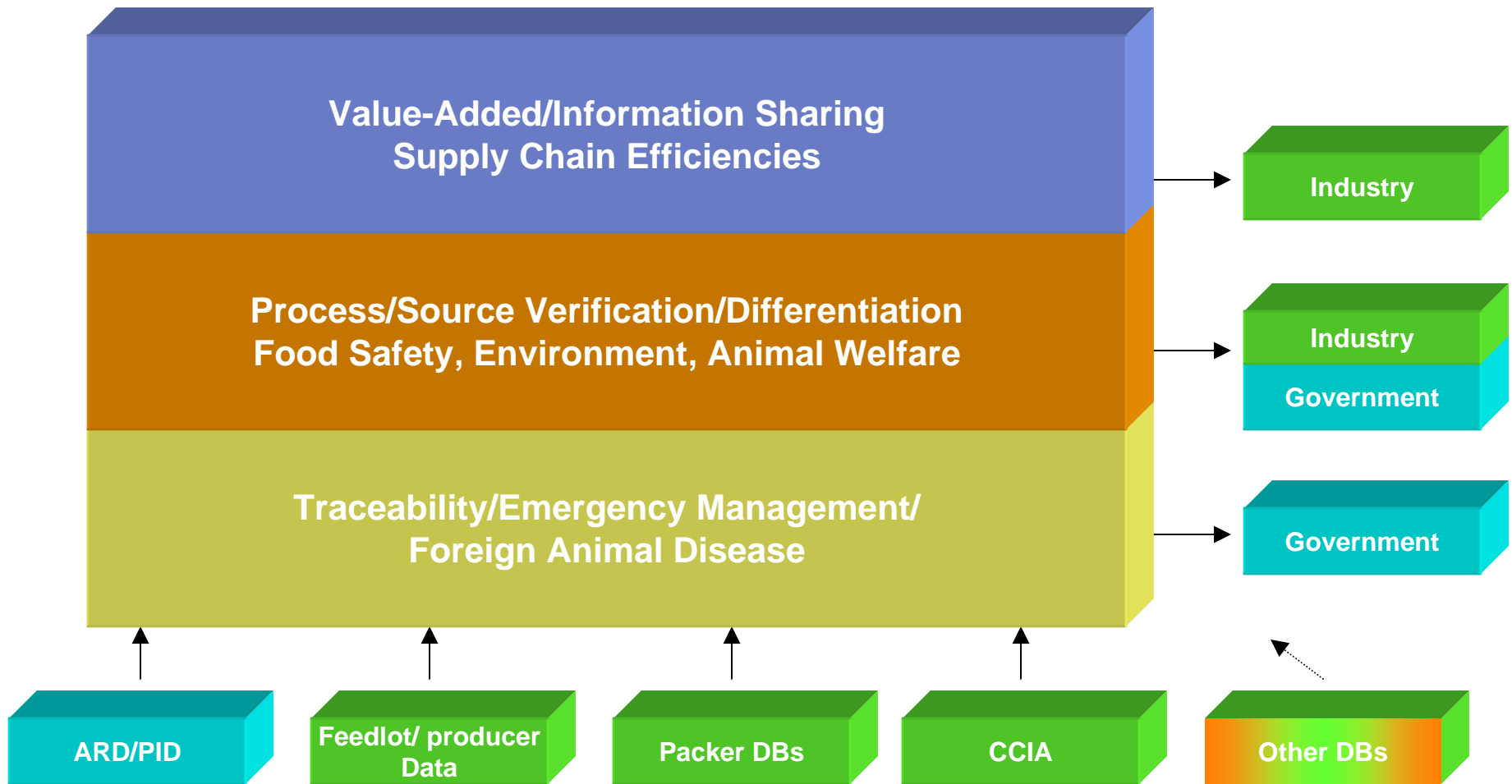
- European Union, Australia, Uruguay and other competitors have systems developed
- Japan, Europe, Taiwan, China and other key markets are demanding it; increasing consumer expectations for food safety
- Facilitate product differentiation and information sharing
- Foreign animal disease outbreaks are costly to both industry and government; timely response is essential

ALIS – The System



**Food Safety, Animal Welfare, Environment Practices, Product Differentiation
Identity Preservation, Segregation, Emergency Management, Value Added**

ALIS – Building Blocks



Traceability Component

Traceability/Emergency Management/ Foreign Animal Disease

- Government Standards, National as a minimum
- Three pillars: Premise Identification, Animal Identification, Movement
- Mandatory components – AV, PID and movement (refer to Appendix A of the Plan)
- Provide the infrastructure to incorporate and deliver national On-Farm Food Safety (OFFS) programs and link this with traceability and the Alberta Livestock Information System
- Require industry to adopt national OFFS programs
- Expand Alberta's animal health surveillance, including diagnostics to validate the safety of Alberta's herd

Source/Process Verification Component

Process/Source Verification/Differentiation Food Safety, Environment, Animal Welfare

- Government Process certification and audit, e.g., food safety, environment and animal care practices
- Build the infrastructure for Alberta branded livestock products based on credible certification systems to enable industry to extract value from market based attributes
- Develop and fund infrastructure for delivery agent and its audit

Source/Process Verification Component (con't)

Process/Source Verification/Differentiation Food Safety, Environment, Animal Welfare

- Build on traceability to provide a means to voluntarily certify that livestock and livestock products meet the animal care standards to differentiate Alberta meat products
- With industry and linked to Alberta Branded Products, establish producer and processor verification/certification process; develop pilots to test system and process
- Build on traceability to provide a means to voluntarily certify production systems do not adversely impact the environment

Value-Added Component

Value-Added/Information Sharing Supply Chain Efficiencies

- Enhance systems to foster enhanced supply chain communication for value-added, efficiencies and increased competitiveness
- Share in information along the supply chain, such as: carcass quality, yields, grade, treatments, weight, sales, age and others
- Supports identification of economic attributes derived from Livestock Genomics (breeding and market programs) thru support to genomics lab and industry's use

Next Steps

- Next Steps:
 - Engagement Workshop #2 – focused on ALIS (June 2008)
- Questions and Answers