We aim to protect our reputation. And we never miss.

Age verification improves export opportunity for our beef.

Why age verification?
Why now?

The world wants our Canadian beef. But they also want proof that we can meet their quality standards. That means age verification is more important than ever if we are to maintain and improve market access. It's particularly important as we re-establish beef markets in Japan, Korea and China. These are countries that are highly concerned with food safety and are only interested in importing beef from youthful animals.

What should you do?

As a cattle producer, you have a vital role to play in this industry initiative. All calves born in 2006 and onward should have their ages verified, linked to Radio Frequency Identification (RFID) or bar code tags and recorded with the Canadian Cattle Identification Agency (CCIA). The use of RFID tags will ensure the tags are easier to read as the animals move through the supply chain. Making age verification a part of doing business makes good sense.

What's in it for you?

It is our goal to be a global leader in age verification, which will help us reestablish and maintain market access for our beef. So when you age verify your animals, you are getting a leg up in the global market.

Closer to home, we are working on developing other benefits as well. Age verification is a component of traceability and just one example of how a national traceability system will benefit cattle producers. As the system is developed further, producers will benefit by sharing information about weight, grade and age of animals at slaughter as well as other production information. This is information that could be very helpful as you develop breeding, feeding and management programs.

Want to know more?

Want to know more about the benefits of age verification? Call the Alberta Ag-Info Centre 310-FARM (3276) toll-free. Questions about the age verification process? Contact the Canadian Cattle Identification Agency at www.canadaid.ca or 1-877-909-BEEF (2333).

Alberta