OnTrace Agri-food Traceability

Update for Large Herd Operators Group
March 7, 2007
OnTrace Mission

We will be the leading service organization for food traceability information and related management solutions.

Working within a national framework, OnTrace will provide traceability systems, solutions and services designed to strengthen the vitality and viability of the agriculture and agri-food industry.
What lessons can guide us?

- **Outcomes-Based**
  - Traceability can drive innovation, competitiveness, sustainability, market access
  - Improving safety, quality, security of food supply is a compelling socioeconomic imperative

- **Government-Industry Partnership – Roles & Responsibilities**
  - National vision, public interest, public resources, emergency and public health management
  - Shared value in traceability is needed if a national system is to succeed

- **Distributed System**
  - Data owned where it is collected - Transferred to authorized parties only as required or agreed
  - Privacy, security and authentication measures are core system characteristics
What lessons can guide us?

- **Open, Standards-Based Approach**
  - Global standards, not proprietary solutions
  - Ensure interoperability, scalability and flexibility for future requirements
  - Vendor and technology ‘neutral’

- **Leverage our Existing Assets**
  - CCIA, unique premise number, provincial land registries, Can-Trace, ATQ, etc. can be used

- **Build on Global Best Practices & Experience**
  - Other governments / industries have engaged these issues – collaborate for more rapid and successful deployment
Current Work Effort

“Within the national framework, provinces/territories have agreed to lead the implementation process for multi-commodity premises identification, with a goal to have the infrastructure for animal and premises identification in place by December 2007.”

- Pursuing 4 parallel streams
  - Business Plan & Organization
  - Communications
  - Corporate Governance
  - Ontario Agri-food Premises Registry (OAPR)
Business Plan & Organization

- CEO appointed in December 2006
- First business plan with strategy statement for Board of Directors meeting in April
- Investment strategy established
- New office in Guelph – March 21st move in
- HR strategy includes limited staff hiring, and substantial use of services providers
Communications

- Strategy and action plan completed & being executed – incorporates an ‘education’ component

- Focus on face-to-face communications, and also other vehicles – media, web, printed, electronic

- Contact with major livestock and horticulture organizations – AGM’s, conferences, seminars

- Corporate logo and mark now done
Corporate Governance

- By-laws and governing principles completed & enacted
- Board representatives from a wide cross-section of value chain participants – nominees selected
- Outside directors identified – provide balance and other perspectives
- First ‘full’ Board meeting in April
- Need to execute numerous Corporate policies and confirm new Board
OAPR Implementation Status

- OAPR is unique: multi-commodity and whole-farm in its scope and approach
- Validating data attributes and defining data needed for OAPR
- Defining implementation path – need a pilot first, then build infrastructure
- Use existing sources for data – including FBR, Land Parcel/LIO
- Input from GFO’s and specific industry groups regarding Farm Business data
- Premises Location Allocator (PLA) will be a key, and OnTrace may also ask for some limited ‘new’ data attributes
- Dialogue with technology partners to select project team
Path Forward

- Focus shifting from planning to execution – need to drive OAPR implementation with sense of urgency

- Hire staff to round out requirements – technology and finance

- Extend dialogue further with key stakeholders, through the Board and directly to key groups/individuals

- Investigate other jurisdictions – Canada and abroad – to learn about others’ successes

- Engage in national dialogue to assist with broader plans
Questions?

brian.sterling@ontraceagrifood.com
519-766-9292