

proAction Program Update - What Dairy 4-H Club Leaders need to know about Traceability



What is proAction?

proAction is a national on-farm quality assurance program developed by Dairy Farmers of Canada (DFC) and implemented in Ontario by Dairy Farmers of Ontario (DFO). It includes requirements relating to milk quality, food safety (Canadian Quality Milk), animal care, livestock traceability, biosecurity and environmental sustainability. Currently, the milk quality and food safety modules have already been implemented on Canadian dairy farms. The livestock traceability and animal care modules are set for September 2017 implementation, and the biosecurity and environment modules will follow in September of 2019 and 2021, respectively.

Why Traceability?

Livestock traceability programs are based on three foundational pillars – animal identification, premises identification, and animal movement recording and reporting. Ensuring that the Canadian dairy industry has a functional traceability system can lead to many business advantages and assist in emergency response efforts by improving emergency preparedness, responsiveness and risk management in the event of natural disasters, plant and/or animal disease or other emergencies. The requirements of the proAction traceability module stipulate that Canadian dairy farmers must properly identify animals born on or after September 1, 2017 using National Livestock Identification for Dairy (NLID) double-tags, have a Premise Identification Number (PID), as well as keep records and report information relating to animal births, animal movement, and tag retirement to a national traceability database.

What is a “Premises Identification Number”?

A Premises Identification Number, often referred to as a Premises ID or “PID”, is a number identifying a parcel of land where agri-food activities occur. This would include 4-H achievement days, meetings where animals are brought together, etc.). Each parcel of land, or premises, registered will receive a unique Premises ID.

The Provincial Premises Registry (PPR) is the official agency responsible for registering parcels of land in Ontario associated with agri-food activities, such as farms and fairgrounds. The Ontario Association of Agricultural Societies (OAAS) has indicated that the majority of agricultural societies have already been informed of their PID. Also, all Ontario dairy farmers can access their PID on the DFO website dashboard by logging in to their account at www.milk.org.

For those that have yet to register, registration with the PPR can be done online or over the phone, securely, easily and for free.

- Visit the Ontario PPR website (www.ontarioppr.ca) or
- Call Monday through Friday, 8:30am – 5:00pm at 1-855-MY-PPR-ID (1-855-697-7743).

Why is this important?

As dairy farmers across Ontario gear up for the September 1, 2017 implementation date of the Traceability module of proAction, DFO wants to ensure all supporting industry partners are informed about this program. The reason it is important for you to be aware is that you can expect dairy club members will be requesting PID information from your event organizers when dairy animals are exhibited or brought together for club meetings. For record-keeping and reporting, proAction requires dairy farmers to indicate the PID an animal returning to or arriving at their farm is coming from. In the case of fairs and livestock shows, this will be the PID that the event is held at. In the case of club meetings where calves from different farms are brought together at a licensed dairy farm, the host producer will require the PID of the farm that the calves are coming from and the visiting calf owners will need the PID of the host farm. It is important to note there is no requirement for event organizers who are not licensed dairy producers to record or report information to the national database at this time. However, as the Canadian Food Inspection Agency (CFIA) reviews their regulations, there may be amendments made that will require this in the future. For now, the dairy industry, led by the DFC, will be requiring this to be done on all Canadian dairy farms in advance of the proposed CFIA regulation changes which are expected to occur in 2018.



Next Steps

Some suggestions to assist you in this transition are:

- Display the PID of the event at the exhibitors entrance or in the fair office
- Have members include in their 4-H book the PID of the farm their calf is housed at
- Include PID information of achievement day location in emails/communications to club members

In addition to these tips, the OAAS has published a list of known PIDs on their website beside each fair location. This is available at the following link: <https://www.ontariofairs.ca/>

If you have any questions or concerns about this topic, please do not hesitate to contact me, Dr. Kelly Barratt, DVM at kelly.barratt@milk.org

Thank you in advance for your support!