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# From the flock

JULY 2008 • VOLUME 5 • ISSUE 7

MONTHLY NEWSLETTER FOR THE CANADIAN SHEEP INDUSTRY

## Traceability and RFID Technology

By Jennifer Fleming, CSF Executive Director

It sometimes seems as though the only thing being discussed by the agriculture industry these days is traceability. While much of the current debate for the sheep sector appears to centre on whether or not we will embrace or shun RFID technology, the scope of discussion is getting wider and deeper.

Clearly, knowing where food is coming from is becoming increasingly important for consumers – whether it's because of concerns around food safety, the environment, supporting local economies or other motivators. Recent announcements on Country of Origin Labeling (COOL), Product of Canada labeling or the myriad articles examining the “buy local” movement, indicate that governments recognize this is more than a passing fad and are responding accordingly (see Government Announces the New Product of Canada Food Labelling Guidelines on page 2 and Getting Ready for COOL on page 4).

We're doing our part too, with ongoing efforts related to both Animal Identification and Traceability and On-Farm Food Safety (OFFS).

In the June edition of *Points of View*, there was great discussion on whether or not the sheep industry in Canada should embrace RFID technology.

The upcoming August issue of *Points of View* will show a dialogue on the value of OFFS programs. The timing couldn't be better. As the industry continues its work with the government on issues around traceability, it is important that we hear from you on these issues. Knowing what your challenges are and what is and is not feasible enables us to better represent you. I encourage you to keep the discussion going.

That being said, what we know for sure is that the issue of traceability is not going anywhere and at some point the industry is going to have to be able to trace its product from “gate to plate”. The questions that need addressing are:

- If RFID technology is not the solution for everyone, what is the alternative?
- How do we ensure that we are able to meet the needs of the end-use market and the consumer without bankrupting the producer?
- What can others in the value chain contribute to help address this need?
- In fact, whose responsibility is it?



## Government Announces the New Product of Canada Food Labelling Guidelines Take Effect December 31

**Cornwall, ON - July 15, 2008** - When Canadians go to the grocery store, they want to be able to bring home Canadian food to serve their families. That is why Prime Minister Stephen Harper announced on May 21, 2008 that new truth in labelling guidelines would be introduced to make sure Canadians know what they are getting, and get what they want. Today, Canada's Agriculture Minister Gerry Ritz was proud to announce that these new guidelines come into effect for foods produced after December 31, 2008.

"Canadian farmers and processors produce some of the best food in the world and this Government's new Product of Canada labels will make sure Canadian families have the information they need to find those foods," said Minister Ritz while speaking in Cornwall, Ontario. "By the end of the year, if a food is labelled Product of Canada, this Government is making sure that food is Canadian inside and out."

Minister Ritz was accompanied by local Member of Parliament Guy Lauzon.

"We are also giving Canadian processors the credit they deserve when they make foods here in Canada and use imported products. For those foods, we are offering qualified Made in Canada labels," added Mr. Lauzon.

The Government's new guidelines will require both that the contents and processing be Canadian to qualify for the Product of Canada label. For foods that are processed in Canada, but contain imported ingredients, qualified Made in Canada labels will be available such as "Made in Canada from imported ingredients."

Since May 21, 2008, more than 1,500 Canadians took the time to weigh in on this Government's proposed guidelines and more than 90 per cent told us we were on the right track.

Farmers and processors will be able to choose whether to use the Product of Canada labels, but if these claims are made, the product must meet the Government's new guidelines.

"Canadians called for clear Product of Canada labels and Prime Minister Stephen Harper delivered," said Minister Ritz. "Since Prime Minister Harper announced this initiative, we have consulted with hundreds of Canadians and they are solidly behind these commonsense guidelines."

For more information, consumers can call CFIA at 1-800-442-2342 / TTY 1-800-465-7735 (8:00 a.m. to 8:00 p.m. Eastern time, Monday to Friday) or visit Government of Canada's Healthy Canadians website at [www.healthycanadians.ca](http://www.healthycanadians.ca).

### Contact Us ...



130 Malcolm Road  
Guelph, Ontario  
N1K 1B1

**Tel:** (519) 824-6018

**Toll Free:** 1-800-684-7739

**Fax:** 1-866-909-5360

**Email:**  
[jennifer@cansheep.ca](mailto:jennifer@cansheep.ca)

**Website:**  
[www.cansheep.ca](http://www.cansheep.ca)



## 'Product of Canada' and 'Made in Canada' Voluntary Claims on Food Labels and in Advertising

Modernized labelling guidelines for Product of Canada and Made in Canada voluntary claims are targeted to come into effect on December 31, 2008.

### Modernized Food Labelling Guidelines

Under the revised guidelines if Product of Canada appears on the label all major ingredients and labour used to make the food product must come from Canada.

The Made in Canada label will be used when the food product is manufactured or processed in Canada regardless of whether the ingredients are imported or domestic or both. Before the Made in Canada claim can be used on a food product, the last substantial transformation on the product must have occurred in Canada. The claim would then be qualified with either 'Made in Canada from domestic and imported ingredients' or 'Made in Canada from imported ingredients'.

Other statements or claims can be used if they are truthful and not misleading for consumers (e.g. Roasted in Canada). However, in the interest of responding to consumer expectations, the Government of Canada will encourage industry use of Product of Canada and Made in Canada.

### Implementation and Enforcement of the New Guidelines

These new guidelines will be effective December 31, 2008. Once the guidelines are implemented, food labels will have to comply with the new criteria for Product of Canada or Made in Canada that will be published in the Canadian Food Inspection Agency's (CFIA) Guide to Food Labelling and Advertising.

More than 1,500 Canadians took the time to weigh in on this Government's proposed guidelines and more than 90 per cent told us we were on the right track.

The CFIA is responsible for monitoring industry's compliance with the new policy and taking appropriate action when violations are found.

### Canada's Commitment to Food Safety

On December 17, 2007, Prime Minister Stephen Harper announced Canada's Food and Consumer Safety Action Plan. This is a comprehensive set of proposed measures that will make Canadians safer by legislating tougher federal government regulations of food, health and consumer products. The Plan is supported by a \$113 million commitment in Budget 2008. The Government is already working hard to make sure every food product, whether domestic or imported, meets Canada's stringent food safety standards.

While not specifically a food safety issue, the Action Plan also included a commitment to review the existing guidelines on the use of Product of Canada and Made in Canada voluntary claims on food labels and advertising. The revised Product of Canada/Made in Canada guidelines will help Canadians make informed choices about the products they are purchasing.

The Government of Canada held consultations with Canadians and stakeholders on the proposed new guidelines and their implementation. Stakeholder meetings were held, over 1,500 interested parties participated in an online consultation and others wrote or called with their opinions. The Standing Committee on Agriculture and Agri-food also held hearings on the matter with a number of witnesses. All comments were considered when finalizing the guidelines.



## Getting Ready for COOL

Reproduced From: [www.wisconsinagriculturist.com](http://www.wisconsinagriculturist.com)

Technically mandatory Country of Origin Labeling is slated to go into effect on Sept. 30, 2008. However because there is not time to complete final implementation rules with time for public comments, USDA will publish an interim final rule that the program will operate under but is subject to future revisions. Although COOL is still a few months away, according to Dr. Brad Lubben of the University of Nebraska, producers need to start keeping records of livestock movement and births immediately.

"Animals in the United States as of July 15 will be considered U.S. animals for purposes of records and documentation of origin," Lubben says. "That means we've got to start documenting those animals now and documenting movements of those animals in order to be ready for regulations that still aren't officially published."

The interim final rule on mandatory COOL could be released in the next couple of weeks. Ag Secretary Ed Schafer says retailers and packagers will have a sixth-month grace period to attain compliance with mandatory country of origin labeling.

"We're not going to be the labeling police in the first six month," Schafer says. "We're going to be working with those retailers and packagers to make sure it is phased in and by the end of the six months we'll have full compliance."

## An Amended Food and Drugs Act and Food Safety

By Lorraine Hall, On-Farm Food Safety Coordinator

Bill C-51, An Act to amend the Food and Drugs Act, was recently tabled in the House of Commons in April by the Minister of Health, Tony Clement. The amendments to the Act will broaden the coverage of potentially unsafe food. Enhanced authority will require industry to implement preventative food safety controls to address problems in areas of highest risk, two of these areas being imports and natural health products. Record keeping and tracking authority will also be enhanced, facilitating a rapid response to potential food safety issues.

For the majority of stakeholders, there will be relatively few changes. One exception will be importers. The legislative changes will enable the Canadian Food Inspection Agency to address priority areas such as imports. By modernizing fines and penalties, government will have greater control at border points. Work will be undertaken to create a legislation system for all importers. The Act now gives the Canadian Food Inspection Agency (CFIA) authority to register to address a specific objective or issue. CFIA may not exercise its authority in all cases, only where it is useful as a tool to better understand the import community. Some importing countries may actually welcome this increased stringency as a means to help enhance their reputation internationally.

A second area of focus is natural health products (NHPs). Acai, pomegranate, noni fruit, goji berries—chances are you've heard the name of at least one of these "super foods". The benefits of these food-like natural health products are touted as nothing short of miraculous, with claims that they will slow the ageing process, increase energy, control weight, and help prevent cancer. While the benefits of consuming nutritional supplements and energy drinks may be valid, how do we know they are meeting any food-safety criteria?

[Continued on next page](#)



## Bill C-51 continued

Health Canada is receiving a greater volume of applications from companies submitting Product License Applications for food-like natural health products. The assessment of these products will take into consideration the provisions of the Food and Drug Regulations, and related policies and guidance. However, Health Canada is working on setting specific criteria solely for food-like natural health products. Once an application is completed, the company has the go-ahead from Health Canada. But claims were being submitted that weren't permitted by Health Canada. In response to this, 21 categories were identified to categorize these products and streamline the approval process. These include energy drinks, beverages with added vitamins and minerals, and nutritional supplements. The objective of Health Canada is to increase government efficiency and flexibility in the approval of health claims, while retaining high standards of oversight to ensure their credibility and meeting food-safety criteria.

Health Canada is also in the process of developing a labeling policy for food-like natural health products. The concern surrounding this issue is that these products can be consumed freely; versus products that are in pill form have specific guidelines. Consumption of natural health products in therapeutic dosage form such as a pill can be monitored more easily than food intake. In addition, food-like natural health products may contain significant calories, fat, or carbohydrates, so labels should provide enough information so that the consumer can make an informed nutrition decision.

Amendments to the Food and Drugs Act also included homeopathic and herbal remedies. The changes to the Act put these products in the same category as pharmaceutical drugs, which are generally higher risk for the consumer. Opponents of the increased regulations, such as the Natural Health Products Protection Association, state that the bill will force more NHPs being regulated off the market due to stricter licensing and labeling laws.

Shawn Buckley, president of the Natural Health

Products Protection Association, says that if people in need of a NHP can not get it, they will be forced to take a pharmaceutical drug in its place, exposing them to a potentially higher-risk product. Buckley and the Health Action Network Society pushed for the abolishment of Bill-51 for these reasons, launching a campaign calling for NHPs to be recognized as a product separate from food and drugs.

Under pressure from these and other industry groups, Health Minister Tony Clement has admitted to making a mistake in lumping natural health products together with pharmaceutical drugs. The proposal now is to insert a definition of NHPs that will clearly recognize them as distinct from foods and drugs under the Food and Drugs Act. Other changes will make it clear that natural medicines will follow a different process to get to market. The amendments will include traditional knowledge and history of use as considerations in getting authorization to sell a NHP.

The Canadian government is making it a priority to provide safe food for consumers. However governments and for that matter anyone creating policy, must do a balancing act, as it is a fine line between the right amount of industry oversight and regulations that are too stringent.

*The information in the above article is derived from a Health Canada/CFIA Food Industry Stakeholder Meeting on Food Labeling and Food Safety that was held May 22, 2008.*



# Receiving Temporary Enrollment on the Voluntary Scrapie Flock Certification Program

By Courtney Denard, Scrapie Project Coordinator

*If you currently do not have any sheep or goats on your property, and are planning to import animals from the USA, the following information applies.*

In Canada, to import female sheep or goats from the USA, both the importer and the exporter must be enrolled on the National Scrapie Certification Program in their respective countries. A list of American producers enrolled on the US National Certification Program, can be found at:

<http://scrapietag.aphis.usda.gov/reports/sisstate.php>

To import **male** sheep or goats from the USA, the importer and the exporter do not have to be enrolled on a National Scrapie Certification Program.

In Canada, producers must be enrolled on the Voluntary Scrapie Flock Certification Program (SFCP), prior to importing female sheep or goats from the USA. Producers who do not currently have any sheep or goats on their property can receive Temporary Enrollment on the program. Temporary Enrollment will allow producers to import female sheep or goats from the USA and then enroll officially on the program once the US animals have been imported.

To obtain Temporary Enrollment, producers must do the following:

1. Contact Scrapie Canada and ask for Temporary Enrollment on the program. An application package, which includes all of the program paper work, will be mailed to you at this time. All application paper work can also be found at: [www.scrapiecanada.ca/VSFCPapplforms.html](http://www.scrapiecanada.ca/VSFCPapplforms.html)
2. Arrange to work with a scrapie accredited veterinarian. If your vet is not scrapie accredited, contact your local CFIA District Office and ask for a list of scrapie accredited vets in your area. A list of CFIA District offices can be found at the following link: [www.inspection.gc.ca/english/directory/offbure.shtml](http://www.inspection.gc.ca/english/directory/offbure.shtml)

3. Complete the Producer Information Sheet.
4. Have your vet complete the Veterinarian Information Sheet.
5. Complete a farm map of the area which will hold the imported sheep or goats.

Send all of the above mentioned paperwork to the Scrapie Project Coordinator at Scrapie Canada. Once the paperwork is received, if all is completed correctly, the Scrapie Project Coordinator will send the producer a Letter of Temporary Enrollment. Producers will use this letter to obtain an import permit from the Canadian Food Inspection Agency. For more information on obtaining an import permit, please contact your local CFIA District Office.

Once the animals have been imported into Canada, producers have 30 days to send the remaining paperwork to Scrapie Canada. This includes:

1. A completed inventory of all sheep and goats on the property. The inventory must be completed with the scrapie accredited vet.
2. Producer Contribution Sheet.

Once the final paperwork is received, if all is correct, the Scrapie Project Coordinator will send out an official enrollment letter and certificate, marking the full enrollment on the program. From this point forward, the producer must follow all rules and regulations of the SFCP.

For more information on receiving Temporary Enrollment on the SFCP, please contact the Scrapie Project Coordinator at 1-866-534-1302 or by e-mail at [admin@scrapiecanada.ca](mailto:admin@scrapiecanada.ca).



# RFID Technology

By Sean McKenzie, National Coordinator – Animal Identification and Traceability

While there are always challenges and difficulties when new technologies are introduced to an existing system it is important to weigh out the potential benefit before dismissing them as just another bad idea and Radio Frequency Identification (RFID) is certainly no exception.

The Canadian agriculture industry in general, be it sheep and lamb production, dairy, poultry or otherwise has been facing the significant challenges over the past 20 years with decreasing labour availability, fewer new, young farmers entering the industry and an aging population of those already in farming. The 2006 census of Canadian agriculture by Statistics Canada showed that the median age of Canadian farmers was now at 52, up from 49 in 2001 and the number of young farmers coming into the industry (under 35 years) has decreased by 25% in the same time period. All this and I won't even start in on my rant on the loss of prime farmland to development and urban expansion – that would be enough for a whole article on its own. The point being, that as fewer people enter the industry and those in it continue to age we should be looking at ways to increase value, efficiency and reduce labour so as to remain competitive and viable here at home and abroad. Given these trends a look at RFID from the point of view of labour efficiency and added value is worthwhile.

A study from Australia, completed just over 10 years ago, looked at the production of breeding stock and it was found that an error rate of 10% in identification records would equate to a cost of \$30 per ewe over her lifetime. Adjust this cost to today's standards with more intensive management and the general rate of inflation and the cost now is undoubtedly much higher. This too, as mentioned, was done in Australia where these costs are spread out and averaged over a significantly higher animal population, apply these costs to the Canadian industry and the results would be much more considerable.

Applying RFID technology to this scenario and certain increases in efficiency become apparent. The use of a handling system which can reduce recording error while increasing the speed of data collection,

with less hands-on labour required can translate to higher value per ewe processed. The effects though go beyond animal identification; other advantages that the study noted were a reduced rate of operator injury and stress when dealing with the updated animal handling system. It allowed fewer operators to accomplish the same tasks while delivering more accurate results. It also improved classing efficiency and tracking of poor performance animals, while collection of market information including body condition and carcass measurement could also be easily recorded. Animal health and welfare improved as well with less stress to the animals, resulting in a higher quality carcass at end product.

The development of the technology to improve the overall quality of Canadian lamb and sheep products will require participation from all levels; producers, processors and government. Data must be allowed to flow from processors back to producers to complete the cycle and allow producers to make educated management decisions with regards to their flock.

The ability of a producer or processor to provide accurate animal health information can also be used to develop market potential. While there is a growing market for lamb here in Canada, we have not been able to develop our supply in time and therefore more of the market share is going to frozen, imported product rather than fresh. Educating the consumer to the characteristics of quality Canadian lamb can help to develop a demand and strengthen the position of Canadian products in stores. This increased demand equates to higher prices and the results can be attributed to the use of a more efficient and accurate method of information collection.

Using technology that reduces labour while increasing through-put is the goal of any business. At the end of the day, the goal of any farmer, sheep, goat or otherwise is to produce high quality product that will bring in high returns and at a low cost of production. Given the challenges that we face in Canada, with lack of labour, aging agricultural population and of course the less than ideal climate when compared to our southern and far southern competition, taking advantage of these technologies is at least worth a little investigation.



## News From Around the World

### Warning fired over tracking

Reproduced from: *The Daily Post*, [www.dailypost.co.uk](http://www.dailypost.co.uk)

Europe yesterday delayed the introduction of individual sheep movement recording amid fears it will cause an exodus of farmers from the industry.

The EC's Standing Committee on the Food Chain and Animal Health acted after industry lobbyists claimed sheep farmers would struggle to record individual details of animals that were not electronically identified.

The new rules were due to be imposed from January 1, 2010, alongside the compulsory identification (EID) of sheep. Instead they will now be phased in so that no animals to have to be individually recorded on a movement document until January 1, 2011. Sheep and goats born before December 31, 2009, will not have to be individually recorded until December 31, 2011 – or at all if going to slaughter.

Defra Secretary Hilary Benn said: "These changes will help reduce the individual recording burden that industry would have faced once EID is implemented."

On Monday he received an NFU-led delegation representing sheep farmers, auctioneers and meat processors. They told the minister the current system of sheep identification and batch movement recording already delivered a robust, cost-effective system to control animal diseases. NFU Cymru vice president Ed Bailey was among those who urged Mr Benn to press the EU to make EID a voluntary requirement.

The UK, with 33m sheep and 90,000 farmers, has nearly one third of the entire EU flock. Unions estimate the legislation will cost farmers up to 40% of their incomes and may lead to land abandonment. Farmers would be forced to use tags or boluses, but would not be required to have on-farm readers. Neither would there be a central register of identification numbers, so offering farmers little in terms of greater efficiency.

If asked to implement EID, Britain's sheep sector will collapse, NFU Livestock Board chairman Alistair Mackintosh told a recent meeting of Brecon and Radnor NFU members.

"After 2011, every individual sheep number will have to be recorded and any losses cross referenced. In my mind, it cannot be done and I don't think farmers can physically do it," he said. Bangor-based Livestock Technology Solutions attacked the EID plans but said sheep farmers needed to modernise to increase profits.

At last month's Royal Highland Show it launched its Actus management system which can improve livestock traceability by recording all births, movements, deaths and veterinary data. Users capture information via the company's EasyTrakka portable reader.

LTS managing director John Sinnett backed technology that would improve the efficiency and productivity of sheep businesses. He said: "Farmers in Australia and New Zealand are not subject to the kind of regulations imposed by Brussels yet they are light years ahead in their use of technology to increase their bottom line."



## News From Around the World

### Wool Buyers Plead with Farmers Not To Quit Sheep

Reproduced from: [www.thewest.com.au](http://www.thewest.com.au)

The world wool industry will be thrown into turmoil if Australian farmers continue to quit sheep over the mulesing controversy, international buyers say.

Concerns over declining wool production from Australia have driven international processors to back sheep farmers who continue mulesing beyond an industry imposed deadline of 2010 until a viable alternative can be found.

A group of processors who claim to represent at least 70 per cent of Australia's customers released a statement with the warning yesterday. "We are concerned at the continuing decline of Australian wool production, which is the lifeblood of our businesses," the group said. "We understand that many of you are considering a further reduction, or to stop altogether."

The group, which includes processors from China, Italy and Germany, urged farmers to breed sheep which are naturally resistant to flystrike but acknowledged that could not be done by 2010. A key condition of their support would be the immediate use of pain relief on lambs during the mulesing process, which involves cutting strips of skin from the backsides of sheep to prevent potentially fatal flystrike.

Laurence Modiano, of British-based G Modiano, said last night there was real concern among processors that more wool growers could be forced to leave the industry, having a major impact on the world's wool market. "We have had a major drought, we have had soaring grain prices, we have now had this mulesing controversy, everything seems to have conspired to make it less appealing for wool growers to continue mulesing wool," he said.

The national wool clip, already at its lowest since 1946, is tipped to fall 1.7 per cent this financial year to 398,000 tonnes

The group will call on retailers to lift their boycott on wool growers who were using pain relief and working towards breeding options.

"It seems to me that here we are providing a solution for the grower . . . we are providing a solution for the sheep, it doesn't feel any pain, and we are providing a solution for the retailer and animal welfare people," Mr Modiano said.

It comes days after a WA farm group, the Pastoralists and Graziers Association, announced that it had withdrawn support for the 2010 deadline. The group claimed the timeline was unrealistic, but continued to support work done on alternatives. The wool industry in continuing to work towards the deadline at the end of 2010, this week claiming a key alternative, anti-flystrike clips, would be accessible from next year.

Stawool Brokers general manager Simon Rodwell said the broker was encouraging growers to use a pain relief anaesthetic until a viable mulesing alternative arrived.

### News From the Canadian Sheep Federation

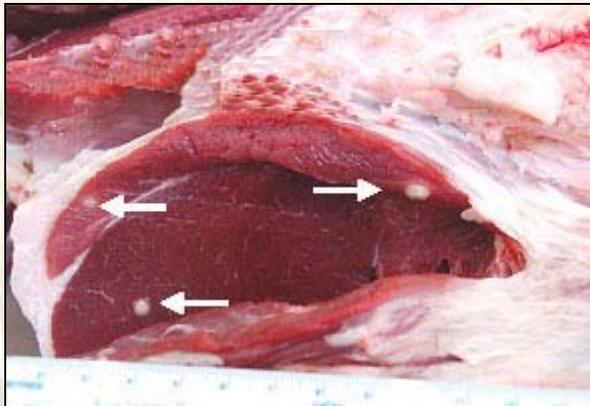
If you are interested in Bluetongue Insurance Program or would like more information please contact Jennifer Fleming-MacTavish at the Canadian Sheep Federation by calling:  
1-800-684-7739

The 2008 Canadian Sheep Federation AGM will be held in Moncton October 30th to November 1st. For more information please contact the Canadian Sheep Federation by calling:  
1-800-684-7739



### *The Problem:*

Ovine Cysticercosis, also referred to as “Sheep Measles”, gets its name from the appearance of the affected meat. The disease, caused by the parasite *Cysticercus ovis*, appears as clear to white to greenish cysts in the muscle. It is increasingly seen in lamb carcasses in Canadian abattoirs and often results in a condemnation rate of 10% or more per infected shipment, making it a serious concern to all stakeholders in the Canadian sheep industry.



Cysts in skeletal muscle  
From Animal Health Laboratory, OVC, 2008

## Ovine Cysticercosis (Sheep Measles)

Produced by the  
Canadian Sheep Industry

With input from and thanks to:  
Dr. A. Peregrine, DVM OVC  
Dr. P. Menzies, DVM OVC  
Dr. K. Parker, DVM ASWC  
Dr. J. Jansen, DVM OMAFRA

### *What is it?*

*Ovine Cysticercosis* (*C. ovis*) is the intermediate larval life stage of the canine adult tapeworm *Taenia ovis*. The intermediate life stage of the parasite infects the muscle of sheep. Infection is not detectable until slaughter, and most often results in condemnation of the entire carcass.

Cysts are typically found in the heart, diaphragm, masseter (cheek) muscle but also commonly occur throughout the meat, making the carcass unacceptable for human consumption.

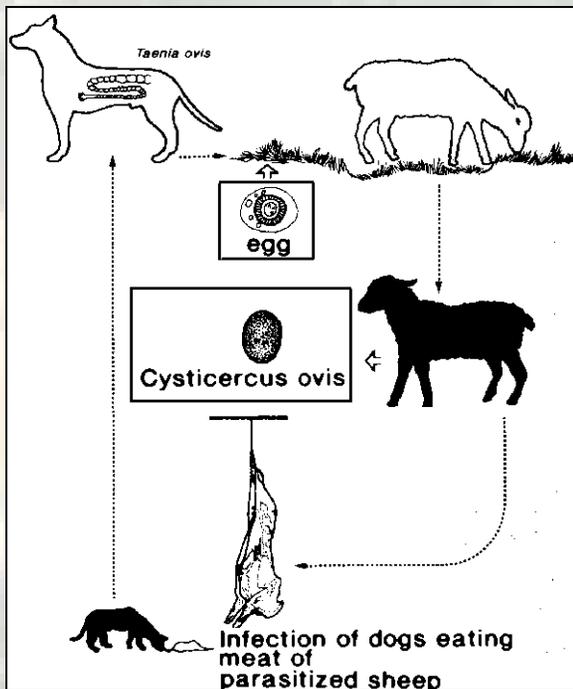
*C. ovis* can be a very fast acting parasite with lesions showing up in the muscle within 13 days after infection.

Once ingested by a dog the larvae can develop into an adult tapeworm, and begin shedding eggs in dog feces within six to nine weeks. Eggs can then survive for three to five months on feed or pasture.

### Transmission:

Tapeworm eggs are shed by dogs and contaminate feed or pasture. Sheep ingest these eggs which hatch in the gut. The larvae enter the blood stream and migrate to the muscles where each larva creates a fluid-filled cyst. These remain infective for months, possibly up to one year or even longer. The lifecycle moves from sheep back to dogs when meat infected with *C. ovis* cysts, is consumed by a dog.

### Taenia ovis Life Cycle:



Taken from: Hansen & Perry, 1994

### Prevention:

*Taenia ovis* is the adult tapeworm form of *C. ovis*. Any dog or wild canid, including coyotes, wolves or foxes can be its host. Control of *C. ovis* in sheep is done by controlling the infection in your farm dogs and preventing infection of coyotes, wolves and foxes.

Once a sheep is exposed to the tapeworm eggs, there is no available method of preventing development of the cysts – either through medication or vaccination.

Control of *C. ovis* is done by:

- Proper deadstock management to prevent scavenging of carcasses by all canids
- Routine de-worming of all farm-dogs with medications effective against tapeworms
- Assuring that farm dogs are only fed safe forms of dog food

### Feeding

If dead stock must be used as feed for farm dogs freeze or cook the meat first, this will kill the cysts; do not allow scavenging

- Freezing: freeze carcass to  $-10^{\circ}\text{C}$  for seven days.
- Cooking: cook meat to an internal temperature of  $72^{\circ}\text{C}$ .



Courtesy Animal Health Laboratory, 2008

### De-wormers:

Talk to your vet about what option is best for your operation, generally dogs should be de-wormed monthly

- Droncit injectable; (*praziquantel*)
  - available in 56.8 mg/ml injectable formulation
  - effective dosage varies with body size
- Droncit tablets; (*praziquantel*)
  - available as 50 mg tablets
  - effective dosage varies with body size
- Lopatol tablets; (*nitroscanate*)
  - available in 100 & 500 mg tablets
  - dog dosage = 50mg/kg
- Drontal Plus tablets; (*praziquantel* + *pyrantel pamoate* + *febantel*)
  - available in tablets for small, medium and large dogs
  - dose according to body weight
- Cestex tablets; (*epsiprantel*)
  - available in 12.5, 25, 50 & 100 mg tablets
  - dog dosage = 5.5mg/kg

130 Malcolm Road  
Guelph, Ontario N1K 1B1  
Telephone (519) 824-6018 • Fax (866) 9095360  
Email: [admin@cansheep.ca](mailto:admin@cansheep.ca)  
Website: [www.cansheep.ca](http://www.cansheep.ca)



**OnTrace Launches the Ontario Agri-food Premises Registry (OAPR)**  
*The full scale, Ontario-wide OAPR system is now live.*

**GUELPH, ON – July 2, 2008** – *OnTrace Agri-food Traceability Inc. (OnTrace)*, is pleased to announce the launch of the Ontario Agri-food Premises Registry (OAPR). The full scale, Ontario-wide OAPR system is now live.

“The launch of the OAPR fulfills OnTrace’s first key mandate, which was to deliver a premises identification registry for agriculture and agri-food in Ontario,” said Brian Sterling, CEO of OnTrace. This was our first order of business when OnTrace started operations in December 2006. We have delivered a comprehensive and much-needed solution for both industry and government to use. We encourage anyone interested in finding out more about participating in the OAPR to visit [www.ontraceagrifood.com](http://www.ontraceagrifood.com). The more organizations and businesses that participate with and use it, the stronger the system will become.”

Two of the first permanent Premises Identifiers in Ontario are associated with the operations of Curtiss Littlejohn (Chair of Ontario Pork and of OnTrace) and Bette Jean Crews (Vice President of OFA and Vice Chair of OnTrace).

“The launch of the OAPR is a significant step for agriculture in Ontario,” said Bette Jean Crews. “I am proud to be one of the first to have a permanent premise identifier. The ability to identify premises and what is grown on them provides food producers in the province with a valuable business tool that will reinforce the credibility of food safety and food quality practices. That in turn will provide economic and competitive benefits for our industry. I encourage all food producers to investigate how OAPR will benefit their business.”

OAPR Benefits

The key benefits of a province-wide premises registry are:

- It delivers a “single view of reality”. OnTrace can identify and validate what agricultural activity is taking place in Ontario, and where it is located.
- It accelerates the process of finding out the source of a food product and provides an increased level of confidence in the data. The OAPR provides government and industry with “relevant, reliable and accessible” information about where food originates.
- It can help ‘tie’ the origin(s) of a product (meat or crop) to a particular premise. This is a tremendous aid in emergency management and it will also verify the source and locality

of food for consumers who want to 'eat local' or be certain that a particular product comes from Ontario.

- Participants in the OAPR will receive the added benefit of a GS1 Global Location Number (GLN), providing access to the GS1 Canada Party & Location Registry; a move that will give them a tool to strengthen their global competitive position.

#### How OAPR Works

The OAPR system uses a 'distributed architecture' that currently layers publically available data with producer group data to identify, characterize and validate where agricultural activity is taking place in Ontario. The OAPR system is not a duplication of information that already exists. It is a window into the data owned by various sources. Producer groups, who participate, do so voluntarily at this time and OnTrace has negotiated agreements with data sources, so that it can access data for emergency management purposes.

#### OAPR Background

OnTrace completed a small-scale working pilot project in October 2007 that demonstrated the technical feasibility of the OAPR system. The pilot project encompassed four counties (Niagara North/South, Waterloo, and Middlesex) and a number of Ontario producer groups including the Ontario Tender Fruit Producers' Marketing Board; the Chicken Farmers of Ontario; the Turkey Farmers of Ontario ; the Egg Farmers of Ontario, the Dairy Farmers of Ontario, and; the Ontario Broiler Hatching Egg and Chick Commission.

#### **Photo Note to Media**

There is a high res photo of Bette Jean Crews with her OnTrace Premises Registry Identifier sign at her farm, available at <http://www.ontraceagrifood.com/media.php>.

#### **ABOUT ONTRACE AGRI-FOOD TRACEABILITY**

OnTrace is a not-for-profit corporation, created to lead food traceability programs and initiatives in the province of Ontario. OnTrace's goals are to deliver traceability solutions that will enable the agriculture and agri-food industry in Ontario to become more innovative and competitive, and; to strengthen the capacity of industry and government to manage and respond to emergencies related to agriculture and food.

OnTrace is located at: 660 Speedvale Avenue West, Suite 300, Guelph ON N1K 1E5. Their contact coordinates are: Phone 519.766.9292, Fax 519.766.1313. For media kit and further information, visit: [www.ontraceagrifood.com](http://www.ontraceagrifood.com)

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#### **MEDIA CONTACT:**

Peter Donato  
Special Assignment Inc.  
Tel.: 416.964.6118  
E-mail: [donato@specialassignment.com](mailto:donato@specialassignment.com)