

Before project

Manual & paper based record keeping system

After project

Electronic & real time record keeping system

Reduced data entry time by 80%



“Our operation has placed livestock traceability as a high priority, because we see the value that it has in ensuring a quality product is produced by our industry & how it is an effective tool in maintaining consumer confidence in our product.”

The BC Traceability Funding Programs are funded through the Canadian Agricultural Partnership. For more information on this program, visit bctraceability.ca or call 604 484 3490.

Livestock Tag Reader Rebate Program

New technology improves traceability & ranch management

Siblings Christa and Tim Pooley are second generation ranchers from Quesnel B.C. who balance their dedication to ranching with working part-time as a registered massage therapist and electrician, respectively. Given competing demands for their time, finding process efficiencies, and reducing operating costs on their ranch is a top priority.

Before participating in the Livestock Tag Reader Rebate (LTRR) program, Crystal Creek Ranch's record keeping system involved manual data entry onto paper files and spreadsheets. The system worked and allowed the ranch to achieve Verified Beef Production Plus (VBP+) certification, but always looking to innovate, Christa recognized that radio-frequency identification (RFID) tag reader technology could improve record keeping and other business processes on the ranch. Led by this idea, she applied for a rebate to offset purchase costs for a tag reader unit through the LTRR program.

At its core, an RFID tag reader is a traceability tool that is used to facilitate animal identification. Tag readers can save a lot of time and effort when handling animals and make it much easier to identify cattle that may have lost an RFID ear tag. Once she started using the unit, Christa also saw immediate improvements to data entry and the potential for improvements to other business processes on the ranch, as well as tangible improvements to animal handling and management. In addition to being a useful traceability tool, Christa

estimates that the tag reader has reduced time spent on data entry by around 80%, with the added benefit that data recording was electronic and free of data entry errors. Christa recognizes that with additional training, she may be able to find new ways to use the equipment to further improve the efficiency of business management on the ranch.

Having electronically accessible information about individual animals has also allowed the siblings to improve animal and herd management. For example, the tag reader unit is linked with an electronic weigh-scale (purchased with funding support from the On-Farm Food Safety program) allowing for more efficient drug administration, observation of individual growth rates and selection of animals for future breeding based on their genetic potential. Moreover, this individualized data can be used for detailed analysis of production costs, allowing for better planning and cost reductions across ranch operations.

"Thank you so much for the opportunity to demonstrate how the Traceability Program has supported our operations values & goals. I hope that this will encourage others to think about how it might be valuable to them."

Christa Pooley
Crystal Creek Ranch