

Livestock Tag Reader Rebate Program

Photo credit: Whistling Wind Ranch

Who they are

Whistling Wind Ranch Ltd. is a sheep producer in Kamloops, BC.

What they did

Whistling Wind Ranch purchased a handheld tag reader to shift from paper-based recording to real-time automated animal tracking.

A tag reader enables *Whistling Wind Ranch* to:

- Accurately identify animals
- Read tags quickly and easily when performing treatments

Results of this project

- Streamlined operation and increased efficiency when handling animals.
- Increased confidence in overall production processes including giving treatments and general tracking.
- Reduced handling time and animal stress by 50% per animal.

Why *Whistling Wind Ranch* invested in traceability

“ Before having a tag reader, we would jot down each animal’s information on paper, and have to find the notes each time a new treatment had to be done.

Now, we have streamlined the process, meaning less handling time and less stress on both the animals and us.

In general, traceability is important as it allows us to react quicker to issues, which reduces the impact on the rest of the flock, the farm and our customers. ”

Kari Powell
— Co-owner, Whistling Wind Ranch

