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Local company offers new high-tech solutions for animal traceability

For most city dwellers, the notion of milking cows, herding sheep or sending out a posse to corral some “low-life” cattle rustlers conjures up images of a favourite old-time Western. The reality is that farming has become a high-tech, multi-billion dollar industry where animals are fed, bred and tracked with a variety of ever evolving tools and technologies that aim to produce the best and hardiest of animals.

Animal ID Solutions, of Indian River, recently teamed up as a “Real Partner” with NCR (National Cash Register) to become a reseller and integrator of their TransitionWorks™ software. This automatic identification and data collection software solution can be tailored to capture and organize important farm and animal related information according to the needs of the individual farmer, animal sector, or association. “The beauty of this product is that the information going into the system can come from just about any source,” says Anne Olscher, President of Animal ID Solutions. “It can be set-up to gather information from milking machines, readers that pick up identification signals from micro-chips implanted in animals as they pass by, or even data that a farmer enters manually into his computer system.”

The technology of animal identification is advancing rapidly. Animal ID Solutions is working closely with the DNA cluster at Trent University. “We believe that DNA will soon become the standard in the agricultural industry for identifying and tracking animals, but nonetheless realize the need for a product that can accept just about any data, whether it comes from manual input, retinal scans or newly evolving technologies like animal facial recognition,” says Olscher.

Federal concerns on food safety and disease control also drive the need for animal identification and tracking. “The focus of our company is to work with those invested in animal populations to implement solutions that meet federal requirements, but that also put money back into the pockets of the farmers and various animal associations that make the investment in the technologies,” says Lantz McLaren, VP of Sales and Marketing.

You can visit them at their booth at The Royal Winter Fair or via their website:

www.animalidsolutions.com.

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