



ANIMAL IDENTIFICATION

New Developments & Future Possibilities

MAY 30 – JUNE 3, 2022

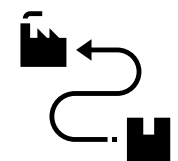
New developments in Animal Identification technologies and future possibilities for how animal identification might be used to support digital transformation across livestock production.



READINESS FOR FUTURE

- ✔ Challenging Environment with Biosecurity and Consumer Demands
- ✔ Globalised economy – Innovation outpacing Regulation
- ✔ Challenges ahead – ESG, Environmental, Sustainability
- ✔ Change required for Adoption of new technologies to manage new threats
- ✔ Current Standards & Methodologies focused around decades old technologies
- ✔ World is changing with new platforms and connections
- ✔ World demands real time, instant and automated

MEGATRENDS



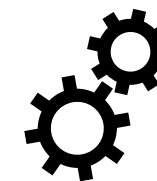
Traceability



Asset Management
(Financial / Insurance)



Information (Data)
Insights



Automation / Machine
Learning



Animal
Welfare



Animal Ownership /
Spending



Performance / Behaviour
Metrics



Animal Ethics



Conservation /
Extinction



Online / eCommerce /
Marketplace



Genetics / Phenomics



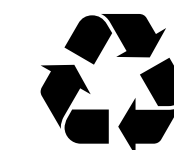
Satellite Real Time



Biosecurity / Health
Biometrics



Securitization
(Theft / Poaching Control)



Sustainability / Land
Care



Regenerative Agriculture



Climate Change /
Carbon

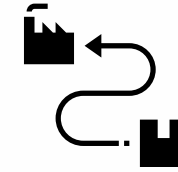


Interoperability/
Integratable



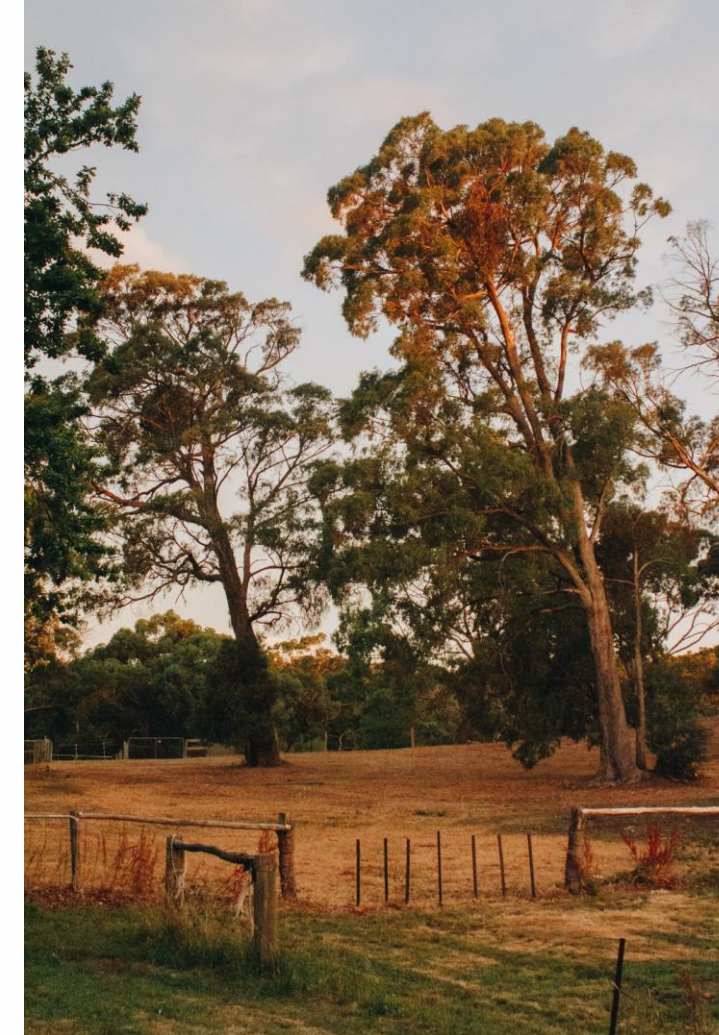
FUTURE DATA REQUIREMENTS

WHOLE OF LIFE AUTOMATED TRACEABILITY



PROVING THE FARM TO FORK STORY...

- ✓ Democratised Data
- ✓ Cross border
- ✓ Automation
- ✓ Unlimited Range
- ✓ Adaptable to Intensive and Extensive
- ✓ Reliable
- ✓ Automated and available anywhere 24/7
- ✓ Auditable
- ✓ Ubiquitous
- ✓ Impact on the ecology & environment
- ✓ Feed efficiency for genetic traits
- ✓ Health/welfare to
- ✓ Assist management practices
- ✓ Meet ESG expectations of the future
- ✓ Educate and inform Supply Chain to the Consumer



FRAMEWORK



New Framework for Transformative (not disrupting) technologies



Innovation is fast
outpacing regulation



Centralised approvals



Adapting and adopting International existing
standard approvals





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