Datamars Animal ID at a glance

**Jeroen Bolscher**
- Netherlands

- Masters Degree Animal Husbandry
  - Certified Para Veterinarian
  - Animal Husbandry Farm consultant
    - Feedstuff companies

- (Electronic) Animal Identification since 1990
  - Texas Instruments RFID 1990-2009
  - Field trials all over the world
    - Close cooperation with industry leaders
      - Allflex, Rumitag, DeLaval, Fullwood, Dairemaster, Leader Products etc.
  - ISO standardization working groups 1992-2009
    - Close cooperation with industry leaders
      - Allflex, Datamars, Agrident, ICAR, ISO etc.
  - Datamars 2010-
    - Livestock and Pet ID
      - ME, Africa, N-C Europe, Baltic, Russian Federation and CIS, Asia
Datamars Animal ID at a glance

- Over 25 years experience in animal identification
- Develops, manufactures, and markets its own products since 1988
- 100% focus on visual and electronic identification of animals
- Worldwide best-in-class supplier
- Swiss Quality standards and ISO 9001:2008
Share the experience

- Pioneered Animal RFID and main driver behind the ISO standard
- ICAR Certified Supplier
- EU Type Approval Electronic tags
- Accreditation for official identification programs worldwide
- Africa: certified for most programs e.g. BW, NAM, KEN, ZA, Northern Africa
- Readers integrated to most common D-base systems
Basics

1 (Electronic) ID device and Applicators
2 RF reading device
3 D-base Interface
The Toolbox

Complete range of products for livestock identification

**RFID Readers**
- Robust RFID readers
- Portable and Stationary
- Highest reading performances
- Software included
- In-house development and tech support
- Compatible with any D-base SW

**Applicators & Accessories**
- Universal applicators for all tags.
- Robust designs
- Bolus applicators
- Tag marker

**Tags for Herd Management**
- 1pc or 2pc visual tags
- Feedlot/cow/calf/dairy
- Easy application
- Large print
- Customization

**Tags and Bolus for Official Identification Programs**
- Visual tags
- Electronic tags HDX/FDX
- Bolus
- Implants
Advantages of Ear tags, Bolus and Implants

Compared to Branding, Tattoo, Ear Notching etc.
- Tamper proof
- Machine readable
- International standards
- Sequential numbering
- Additional data
- No Skin damage

Bolus
- highest possible retention
- Highest possible Tamper resistance

Ear Tags
- Electronic and Visual most common
Identification devices

Objective
- Life time identification

High Retention
- Avoid losses

Proper Practical Application
- Where, How, When, What???
- Training
Datamars Train the Trainer
Botswana: Ear Tags Harmless

Tagged: Food and Agriculture • Botswana • Southern Africa

By Bopa

Gaborone — The loss rate of visual ear tags on livestock is insignificant under Botswana's farming system conditions, says acting Assistant Minister of Agriculture, Mr Fidelis Molao.

Responding to a question in Parliament, Mr Molao said ear tags were safe and harmless both health wise to the cattle and consumer of meat, adding that individual animal identification was meant for food safety and disease control.
Training Topics: Restraining

Not always easy, use aids where possible.
Typical Device requirements

- High retention rate
- High Security / anti fraud
- High durability and resistance to UV, abrasion, chemicals…
- High performance
- Ensure animal welfare
- Laser marking with high contrast
- Easy to apply
DM Official ID Products
Characteristics Overview

1) Locking system (Security)
2) Mechanical resistance (Retention)
3) Material (Durability)
4) Electronics (Performance)
5) Physical & dimensional aspects (welfare & retention) plus Highest possible performance/weight ratio. (cm/gr)
6) Marking (Performance & Durability)

All Confirmed by ICAR certification

And local accreditation where needed: EU, PAS44, PAS66, CCIA, USA, NAM, BW, NLIS etc.
Tag Selection

**ALPHA LINE**

- **SHEEP & GOATS**
  - M1 Ø 25 mm
  - F1A Ø 25 mm
  - M5 W 37 x L 40 mm

- **CATTLE**
  - F99 W 57 x L 77 mm
  - M6 W 57 x L 77 mm
  - M65 W 57 x L 77 mm

- **M65**
  - Ø 25 mm
  - F55 FOX-B Ø 25 mm

- **M6**
  - Ø 30 mm
  - M65 FOX-B Ø 30 mm

- **M61**
  - Ø 25 mm
  - F61 FOX-B Ø 25 mm

- **MP15**
  - Ø 30 mm
  - M61 FOX-B Ø 30 mm

- **MP11**
  - Ø 30 mm
  - MP11 FOX-B Ø 30 mm

- **MP20**
  - Ø 30 mm
  - MP20 FOX-B Ø 30 mm

**FLEXA LINE**

- **SHEEP & GOATS**
  - M25 / F25 W 63 x L 71 mm
  - M30 / F30 W 66 x L 60 mm
  - M35 / F35 W 64 x L 60 mm
  - M40 / F40 W 40 x L 60 mm

- **CATTLE**
  - M30 / F30 W 66 x L 60 mm
  - M35 / F35 W 64 x L 60 mm
  - M40 / F40 W 40 x L 60 mm

**Notes:**
- Dimensions and specifications vary for each tag.
- Always consult the product manual for the latest information.
Herd Management Portfolio

- Suitable for feedlot, cow/calf operations and dairy farms
- High retention rate
- Different designs for long term/short term needs
- Customization (printing, color…)
- Excellent print visibility
Tissue Sampling Tag

Sheep and Goat

Cattle
Heavy Duty Applicators
Characteristics Overview

- Vertical pin
  - 90 degrees piercing angle
    - Pierce thick ears easy
    - Clean wound
    - Best coupling of M&F tags
- Dual adaptive
  - Holds Visual and Electronic tags
  - No adaptor for Electronic tags required
- Ruggedized design

- Circular piercing angle
  - Sheep/goat
  - Calf
- Adaptor for Visual tags
  - In for Visual tags
  - Out for Electronic tags
- Ruggedized design
Ear Tag Retention

1-2% losses over lifetime is acceptable!
High retention alternatives

Bolus
- Suitable for Ruminants
- 3 dimensions: 20g, 52g, 72g
- Single use only and 100% retention rate

Implants
- Bio-compatible glass chip design
- Smalles Polymer chip in the world
- ETO sterilization
- Ergonomic pistol or Syringe applicator

Leg Band
- Suitable for sheep & goat
- Electronic and Visual
- Tamperproof closing mechanism
- Adjustable during growth
### RFID readers

<table>
<thead>
<tr>
<th>Entry Level</th>
<th>Stick Reader</th>
<th>Stationary Reader</th>
<th>Data Collector</th>
</tr>
</thead>
<tbody>
<tr>
<td>TracKing-1 (new generation)</td>
<td>Bluestick</td>
<td>F310</td>
<td>GES3S+Stick Antenna</td>
</tr>
</tbody>
</table>

| - Continuous and single reading  | - Continuous and single reading | - Continuous and single reading | - Single reading       |
| - Delete duplicates             | - Bluetooth         | - Search function   | - Data collection      |
| - Bluetooth                     | - Search function   | - Bluetooth         | - Bluetooth            |
| - Rechargeable battery          | - Rechargeable battery | - Rechargeable battery | - Rechargeable battery |
| - Stores 4k ID                  | - Stores 2 million ID | - Stores 2 million ID | - Stores 2M records    |
| - IP 67                         | - IP 55             | - IP 66            | - IP 67                |
| - Optional BT version           |                    |                   | - Stick antenna        |

- Technical training and support
- 2 year warranty
- Repair center
Africa Changing the Landscape
THANK YOU