



The Value of Wisconsin's Agriculture Industry

- According to the 2007 Census of Agriculture, animal agriculture generates \$6.3 billion for the state of Wisconsin, \$4.6 billion of that coming from the dairy sector.
- In 2007, nearly 600 farms reported income from agritourism in the state as well, a number that increases every year.
- Between 2002 and 2007, Wisconsin had one of the largest increases in dollars earned from agritourism in the nation, generating \$6.8 million in 2007. Wisconsin also has more than 6,000 farms that sell products directly to consumers.
- A large amount of the tourism in the state is related directly or indirectly to agriculture, be it selling pumpkins and hayrides to customers in the fall or simply capitalizing Wisconsin's rural beauty when attracting tourists to a non-agricultural location.
- In the event of a catastrophic, fast-moving animal disease outbreak, entire sections of the state could be shut down, with the potential for roadblocks and movement restrictions on all citizens, not just those involved in agriculture.
- WLIC is composed of industry groups, allowing it to be more current with the thinking of the livestock industry in the state.
- Its position as a sub-contractor for DATCP means that it can change direction quickly, and has a wealth of industry resources to draw upon.
- WLIC has 55 dedicated member companies and organizations that cover a far broader range of farming practices and industry sectors than can practically be represented at DATCP.
- More industry sectors and more viewpoints make it easier to "take the temperature" of the livestock industry as a whole.
- Wisconsin currently has 63,744 registered premises in the state, the largest number of any state in the nation.
- Wisconsin also currently has recorded 770,389 animals with RFID tags.
- It is estimated that as much as 20% of the state's dairy herd has some form of RFID tag.





WLIC is....

WLIC is Wisconsin Livestock Identification Consortium, a Verona, WI based non-profit group. It is made up of 55 companies and producer organizations representing every sector of Wisconsin's livestock industry

Members

ABS Global	PigChamp
Accelerated Genetics	Professional Dairy Producers of WI
Allflex USA	ReQuest, Ltd
American Foods Group	Semex USA, Inc.
American Milking Shorthorn Association	Temple Tag
Animart	United FCS
Badgerland Financial	Validus Services
Brown Swiss Cattle Breeders Association	Verticon
Cargill	WI Cattlemen's Association
Cooperative Resources Int'l/Ag Source	WI Dairy Goat Association
Dairy Business Associates	WI Farm Bureau Federation
Dairy Farmers of America	WI Farmers Union
Destron Fearing	WI Federation of Cooperatives
East Central/Select Sires	WI Holstein Association
Equity Coop. Livestock Sales Association	WI Horse Council
Family Dairies USA	WI International Poultry Club
Foremost Farms USA Cooperative	WI Milk Marketing Board
GEA WestfaliaSurge	WI Pork Association
Global Animal Management	WI Sheep Breeders Cooperative
Grande Cheese Company	WI State Fair Park
Holstein Association USA	WI Veterinary Diagnostic Laboratory
IDology	WI Veterinary Medical Association
Johnsonville Sausage	Y-TEX/Agri Sales
Land O'Lakes	Ex Officio
Leon Valley Veterinary Service	USDA, APHIS, VS
Manitowoc Milk Producers Cooperative	WI Department of Agriculture, Trade and Consumer Protection
M & I (Marshall & Ilsley) Bank	University of Wisconsin (UW) College of Agricultural and Life Sciences
Milwaukee Stockyards	UW Extension, Dairy Science
National Dairy Herd Improvement Association	UW Extension, Animal Sciences
NorthStar Cooperative	UW Extension, Discovery Farms

- WLIC was founded in 2002 to help implement premises identification in the state, and work with producers to promote animal disease traceability.
- Radio Frequency Identification (RFID) tags are used as an efficient and effective way to both benefit producer management strategies and disease traceability.
- WLIC still supports and promotes RFID use as a value-added way to benefit producers. The technology can be used to simplify management and save time and money for producers.
- WLIC continues its mission of registering premises in the state, as well as providing RFID tags to 25 4-H fairs and the State Fair, and many individual producers around the state.





WLIC Over Time

It has been almost 10 years since the first steps were taken toward making Wisconsin the nation-wide leader in animal disease traceability.

Protecting America's Dairyland from disease is still a top priority for the livestock industry in Wisconsin.

Just look at how far we have come in 10 short years!

- 2001: Rod Nilsestuen as president of the Wisconsin Federation of Cooperatives begins to bring together an industry group to work on livestock identification.
- 2001: Bovine Spongiform Encephalopathy discovered in a cow in Canada.
- 2002: WLIC is incorporated as 501c3 nonprofit.
- 2003: December 23 – Cow in Washington State tests positive for BSE.
- 2004: April 13 – Gov. Jim Doyle signs Wisconsin Act 229 making premises identification mandatory in the state by November 1, 2005.
- 2004: July – APHIS and USDA select Wisconsin system to be available to other states for recording animal location. WLIC helps train and install the system for 40 states.
- 2004: WLIC launches pilot herd projects to demonstrate the herd management benefits of RFID
- 2005: January – Wisconsin registers a record 1,375 premises during the month.
- 2005: May – Wisconsin hits 10,000 premises registered in the state, a number that was 14% of the national total at the time.
- 2005: WLIC announces more pilot herd projects to be funded, eventually bringing the total to 18 projects covering 7 species.
- 2005: August – Wisconsin hits 15,000 premises registered in the state.
- 2006: June – Wisconsin reaches 50,000 premises registered in the state.
- 2007: March/April—Premises data is used to contain a pseudorabies outbreak in Clark County swine.
- 2007: May—Viral haemorrhagic septicaemia discovered in Lake Winnebago and premises data is used to warn fish farms.
- 2008: July – WLIC introduces **LivestockVantage** as a way to keep enthusiasm and momentum for animal disease traceability programs high.
- 2008: WLIC launches the program providing RFID tags and technological support to 4-H fairs with the first 10 counties.
- 2008: WLIC launches a incentive program through the Dairy Herd Improvement Associations to provide RFID tags to dairy producers for use in herd management and disease traceability programs.
- 2009: County fair program expands to 20 counties plus State Fair and new software is tested.
- 2010: WLIC expands the tag incentive program to dairy, beef, swine and sheep and goat herds.
- 2010: WLIC again expands the county fair program to 25 counties plus State Fair.
- 2010: February 5—USDA announces a change in their approach to animal disease traceability.





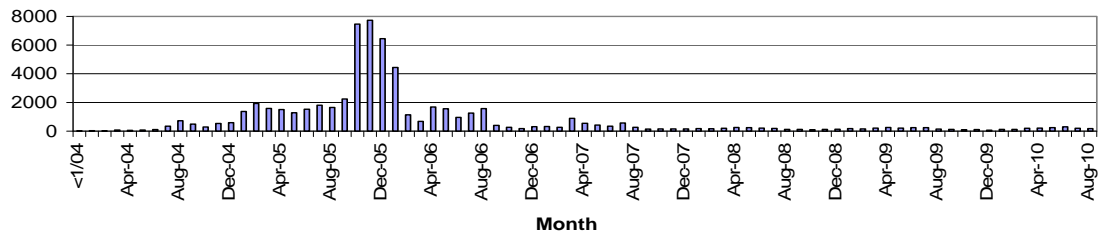
Basic Information about WLIC

WLIC is Wisconsin Livestock Identification Consortium, a Verona, WI based non-profit group. It is made up of 55 companies and producer organizations representing every sector of Wisconsin's livestock industry, from the pork producers and cattlemen's associations on through the many dairy organizations, and private companies, including processors, AI companies and many others.

WLIC's official mission is to create a secure, nationally compatible livestock identification system for the purposes of protecting animal health, safeguarding market access, and offering opportunities to enhance the marketability of Wisconsin livestock products.

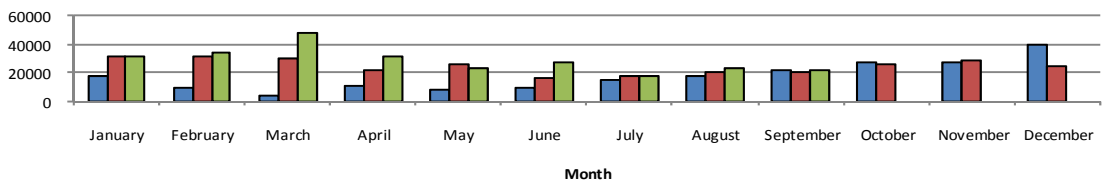
Since premises registration became a mandatory program in 2005, WLIC has registered almost 65,000 premises while acting as a sub-contractor for the Wisconsin Department of Agriculture, Trade, and Consumer Protection.

Number of Premises Registered by Month



WLIC also strives to promote official animal ID through the use of radio frequency identification technology (RFID), to producers. RFID tags are used in their herd management programs and provides traceability information once the animal leaves the farm. WLIC has recorded almost three-quarters of a million tags from Wisconsin livestock producers, markets and processors. WLIC has distributed a quarter million RFID tags directly to producers.

Tags Recorded by Year and Month



RFID is a benefit to producers not only as a saver of valuable time, but also as a protector of the health of the animals that the industry is built upon. In the event of an animal disease outbreak in the state, the use of RFID technology allows for quicker and more efficient tracing of the infected animals. This saves time and money for producers, animal health officials, the state as a whole, and the entire livestock industry by allowing problems to be taken care of quickly.