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FOR IMMEDIATE RELEASE

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WLIC Launches New Website

Online Store Sells Wisconsin-Branded Tags, Memberships

WLIC NEWS – Wisconsin Livestock Identification Consortium (WLIC) is pleased to announce the launch of its new website – www.wiid.org – which includes an online store selling its Wisconsin-branded WI-Origin™ tags, as well as DNA Fair Program Kits and WLIC Memberships.

The WLIC online store will give producers several options for purchasing the WI-Origin™ tags, including choice of style, color and price. Other preferences include a selection of both RFID (radio frequency identification), or non-RFID tags. Customers will be able to purchase taggers and readers as well. All tags will include the WI-Origin™ trademarked logo, and WLIC will receive a 10 cent rebate for each tag purchased, compliments of Allflex, USA, the tag manufacturer.

These and all other funds raised from the online store will be used to fund WLIC's programs and services, including its mission to educate the agricultural community and the general public of the importance in having a robust animal identification and disease traceability system in Wisconsin.

"The new WLIC website is not only visually appealing," said Jodi Legge, WLIC Executive Director, "it is also easier to navigate and designed to be user-friendly. The new E-commerce section offers quick and stress-free ordering, with all credit-card transactions verified and protected by Authorize.Net. This new revenue stream will help us raise much-needed funds, while providing a service to our members."

Additionally, the new website will allow WLIC to promote its member partners by sharing news and feature stories about the industry, and share links to our e-newsletter. The site also has an easy-to-follow link to the State's Premises Registration website, and step-by-step instructions explaining the DNA Fair Program, which provides DNA kits and RFID tags to youth showing livestock at the county and state fair level.

The site was designed by USAgNet LLC/Wisconsin Ag Connection of Marshfield, which specializes in online marketing solutions for the agricultural industry.

Wisconsin Livestock Identification Consortium (WLIC) is a private, non-profit organization working to protect animal health and prevent the spread of disease through livestock and premises identification and traceability. For more information or to become a member, visit www.wiid.org.

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WISCONSIN LIVESTOCK IDENTIFICATION CONSORTIUM

ANIMAL IDENTIFICATION, PREMISES REGISTRATION & INFORMATION

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