



**ALMA**  
Alberta Livestock & Meat Agency Ltd.



 Agriculture and Agri-Food Canada    Agriculture et Agroalimentaire Canada

Government of Alberta 

# Canadian Bovine Genomics Workshop



September 14, 2009

Calgary, Alberta



# Canadian Beef Breeds Council Canadian Bovine Genomics Workshop

Panel:

“How do we deliver on the promise of genomics to build value in the Canadian Beef Brand and Value Chain”

Participant:

Julie Stitt for Canadian Beef Breeds Council CBBC/BIXS: beef information flow initiative



September 14, 2009  
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# CBBC/BIXS:

Responding to CCMD C Strategic Marketing Plan, which:

- Details the industry's plan to recover and expand markets around the world for Canadian beef and genetics
- Signature element: global branding: Canadian Beef Advantage (CBA)

## Objectives:

- Expand and secure access to diverse portfolio of international markets for all products
- Differentiate Canadian beef from competitors based on leadership in:
  - Animal production
  - Health and beef safety
  - Beneficial image of Canada and Canadian producers
  - Specific advantages of Canadian beef products and services



# Value-add of the purebred sector

## As a foundational partner in CCA BIXS, the participation of the purebred sector

### Contributes:

- Involvement of 17 Breed Associations and close to 10,000 purebred producers;
- DNA of Canada's 600,000 purebred breeding females; genetic diversity

### Offers:

- Single source information system; access to animal production, pedigree and DNA profiles
- Standardized information and knowledge-based
- Strong sector support; commitment to genetic improvement

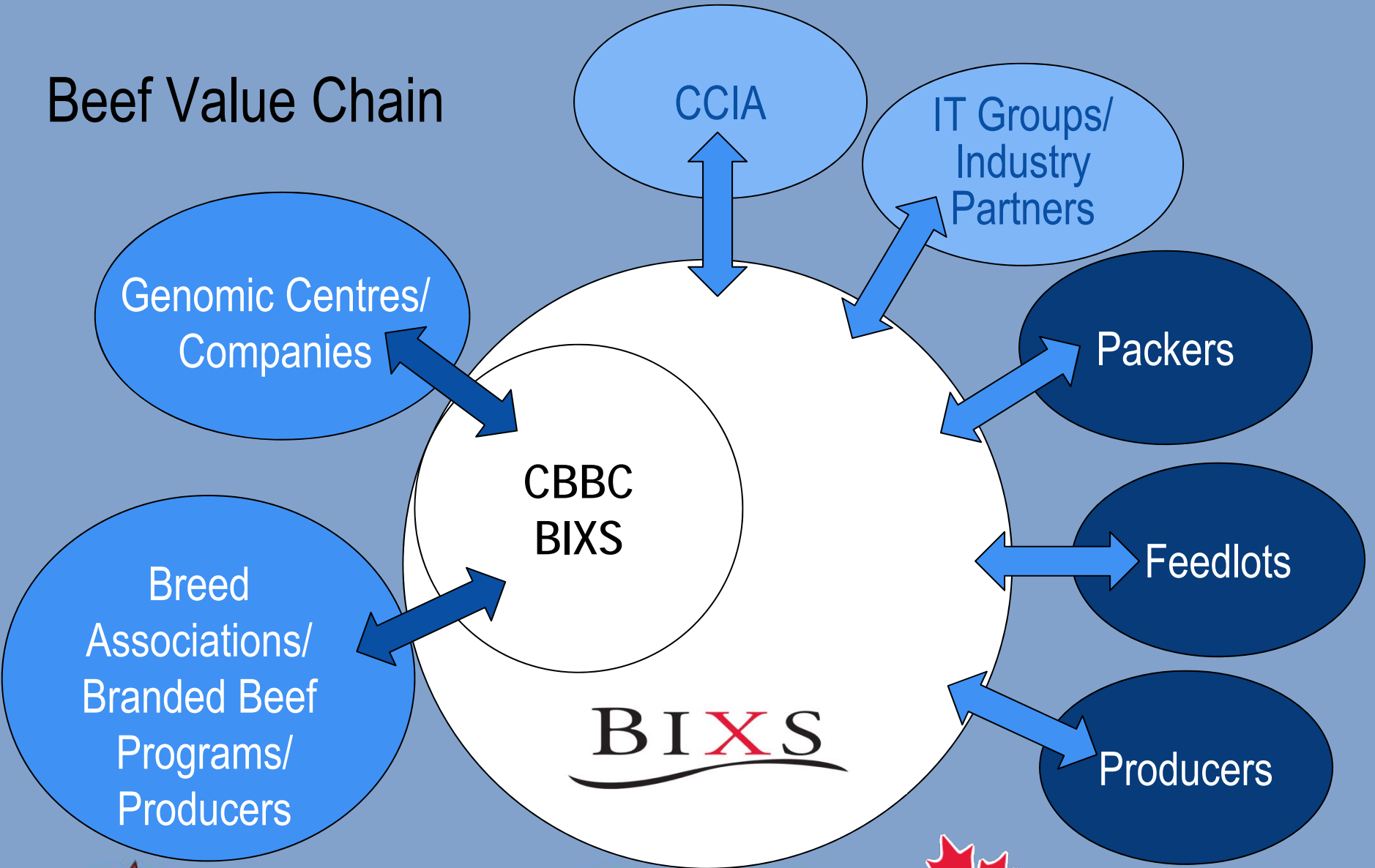


# Objectives of CBBC/BIXS

- Identify and increase the demand for superior genetics quality
- Link through an information sharing network
- Reduce risk and increase profitability, quality and global competitiveness
- Coordinate with CBBC Purebred Risk Assessment Project – business tools support access/application of financial and genetic data
- Avoid duplication; build on successes and existing value chain initiatives; complement industry and government efforts



# Beef Value Chain



# CBBC/BIXS micro site



## Canadian Beef Breeds Council

Canadian Beef Breeds Council | Beef InfoXchange System

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# CBBC/BIXS portal



## Canadian Beef Breeds Council

- CBBC BIXS Home
- Data Upload
- Your Community
- Genomic Links
- Reports & Benchmarking

Contact Us



### Welcome to CBBC BIXS

If you are registered in CBBC BIXS and ready to start sharing data, download the software here and refer to the User Guide.

If you have not yet registered, or require more information about CBBC BIXS and how purebred producers, and others in the beef value chain, can choose to share purebred beef cattle data including genetic, genomic, and branded beef program information, start [here](#).

#### Asset Publisher

##### CBBC BIXS Applet Download

To participate in CBBC BIXS and share and access data, you will require data entry software.

If you are on dial-up Internet:

- Please call 1-403-000-0000 or email [cbbc@canadianbeefbreeds.ca](mailto:cbbc@canadianbeefbreeds.ca) to order a CD version.

For high-speed users, download here the CBBC BIXS Database

- [Click here to download User Guide in PDF format](#)



Note: To view the User Guide in PDF format you need to have the free Adobe Acrobat Reader software which can be downloaded by clicking [here](#).

#### Asset Publisher

##### Breed Communities



[www.angus.ca](http://www.angus.ca)

##### Breed Links

- [Canadian Blonde D'Uplaine Association](#)
- [Canadian Brown Swine and Braunvieh Association](#)
- [Canadian Charolais Association](#)
- [Canadian Gelshay Association](#)
- [Canadian Gelshay Association](#)
- [Canadian Hereford Association](#)
- [Canadian Hereford Association](#)
- [Canadian Highlands Cattle Society](#)
- [Canadian Limousin Association](#)
- [Canadian Longhorn Association](#)
- [Canadian Maine Anjou Association](#)
- [Canadian Murray Grey Association](#)
- [Canadian Pinzgauer Association](#)
- [Canadian Shorthorn Association](#)
- [Canadian Simmental Association](#)
- [Canadian South Devon Association](#)
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##### FrontPage

##### CBBC & BIXS

For years, producers said they would like to receive information to help them genetically improve their herds, to improve feeding and animal health practices, and to reduce costs. The Beef InfoXchange System (BIXS) was designed to do just that - and more. In short, BIXS is: 7 " Beef InfoXchange Database " a voluntary, national cattle and carcass information exchange system that will improve communications and information sharing across the beef chain and a? " stand-alone secure database and information analysis program based on individual animal RFID tag identifiers tool within the overall CBA program.

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# Data / Information of Value Uploaded to BIXS\*

## Cow-Calf

Birthdate  
Breed / Cross  
Colour  
Dam / Sire Reg#  
Wean Date / WT  
Castration Date / Method  
Brand / Location  
Dehorn Date / Method  
Vaccine(s) Date / Brand Names  
Cowherd Vacc Status  
Parasite Control  
Cert. Immunization Prog.  
Branded Beef Program  
Implants  
Ionophores  
Antibiotics  
Cert. Organic  
Transport Co.  
VBP  
Genetics/Genomics

## Feedlot

Pen #  
Sale Group #  
ADG Full Period  
ADG Short Keep  
Vaccine Histories  
Cert. Immunization Prog.  
Parasitics  
Implants  
Antibiotics  
Ionophores  
Animal Health Score 1-5  
Branded Beef Programs  
VBP  
Weight Out Group Avg.  
Weight Out Indiv.  
Certified Organic  
Feed Type Breakdown  
Feed Conversion - RFI

## Packer / Processor

Slaughter Date  
Packer Carcass ID  
Hot Carcass WT  
Grade Fat  
Carcass Quality Grade  
Carcass Yield Grade  
Ribeye Area  
Electronic Grading Data  
Marbling W/ Qual Grade  
Avg. Carcass Backfat  
Yield Percentage  
Lean Meat / Sale Meat Yld



# Building value in the Canadian Beef Brand and Value Chain – Next Steps

- Coordinate efforts
- Ensure global competitiveness and long-term sustainability
- Define data ownership/sharing/management
- Review technical status/requirements for seamless data interface
- Define requirements for standardization based on CCIA unique animal identifier
- Through use of genomic tools - identify and supply new/niche markets
- Assurance of data integrity, security, confidentiality
- Implement communication/education strategy
- Ensure flexibility as technology and available tools advance i.e. genomics, proteomics, and bioinformatics



*Thank you. I welcome your questions*