

OII Ownership Identification Inc.

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Welcome to BCCA 84th Annual General Meeting from Ownership Identification Inc.

OII is a not-for-profit organization designated by the Ministry of Agriculture, Food and Fisheries in 1997 to administer the brand registration and inspection program in British Columbia. The company is run by a board of directors and managed out of the head office in Kamloops.

The program consists of registration of livestock brands and the inspection of cattle and horses for lawful possession prior to transportation, sale and slaughter.

The program is financed in its entirety through the brand registration and inspection fees paid by livestock industry participants.

In the Office

Bob Miller – General Manager

Jan Canart – Office Manager

Cathy Stewart – Brands & Reception

Board of Directors

President – Ellen Hockley, Horse Council BC

Vice – President – Tom Vicars, Mountain Livestock Marketing Association

Mike McConnell – BC Cattleman's Association

Agnes Jackson – BC Cattleman's Association

Terry Schalles – BC Association of Cattle Feeders

Terry Wiebe – BC Breeders & Feeders Association

Previous Business

Re: RCMP Livestock Coordinator Position

In October 2010, RCMP Constable Terry Shendruk of Kamloops was appointed Livestock Coordinator for the province. Constable Shendruk has a livestock background and a history of experience with agriculture after being posted in Williams Lake and Prince George prior to moving to Kamloops as an RCMP dog handler.

Constable Shendruk continues busy providing this much needed enforcement service to the livestock sector of BC. While performing such duties, he remains in close contact with OII, BCCA and LIS in Alberta.

Terry Shendruk - RCMP Livestock Constable Contact info: 1-250-319-4694 (cell)

terry.shendruk@rcmp-grc.gc.ca

Brian Hill Memorial Scholarship

OII board of directors and staff are pleased to announce Allison Speller of Monte Creek, BC and Amy Stafford of Williams Lake, BC as the successful recipients of the 2012 Brian Hill Memorial Scholarships.

Please remind family members, neighbors and friends of the annual scholarship funding available from OII, through the Brian Hill Memorial Scholarship Fund.

Further information including application forms is available by visiting the web pages of OII, BCCA and 4H Council BC.

Practice Due Diligence When Marketing Your Livestock

Strengthen Trust with Due Diligence

The responsibility for safe sales transactions is based upon the due diligence of all parties involved. Do not be complacent in your sales or purchase agreements. The livestock industry is big business. While it is admirable to maintain a quality of trust with a handshake agreement that trust can easily be strengthened with solid business practices of:

- properly completed paperwork (manifests, bills of sale)
- payment up front
- proper identification and verification of ownership (brand inspection)
- this assures both the buyer, seller and transporter of safe and secure transactions

At OII, we suggest the best way to move livestock within the industry is to make sure that proper Bills of Sale are completed and all transactions go through brand inspection. We believe that if livestock are sold without adequate identification or proper bills of sale, producers are setting themselves up for a potential financial disaster, as there currently is no vendor security plan in BC.

NOTE: Section 20 Article (4) of the Livestock Identification Regulations states:

The seller of cattle in the prescribed area shall, within 24 hours of the transaction, notify the nearest inspector of the change in ownership and deliver or send to him a completed Form 3 showing the particulars when; a) cattle are sold at a place other than an outlet Example: Private Treaty Sales

We believe the need to identify cattle and horses through the practice of branding are still the best way to establish identification and ownership. See the article titled “*Art and Significance of Branding Livestock*” in May 2012 Beef in BC

Livestock with no brands require special attention to detail in selling and buying, as there is no way to legally identify a “slick” (unbranded) animal based solely on animal description.

Sellers should be prepared to provide, if required, the verification of ownership of livestock with multiple brands indicating at least the most recent changes in ownership for that particular animal.

This means maintaining good records.

Using due diligence in selling or purchasing livestock sets the stage for safe and trusted transactions that will assist in keeping your operation in business.

What's New

- **2012 Brand Registration Renewals have been sent out and are due prior to June 30.**

Reminders;

- *if at any time you have a change of address, please let our office know in order for us to maintain accurate records and mailing information*
- *please provide the office with as much contact information as possible, including your e-mail address*
- *in 2012 we conducted a small scale project utilizing e-mail contact with brand registrants for the first renewal notice. This exercise resulted in a better than expected success rate. Therefore, in the very near future, the OII office will introduce a first notice policy by use of e-mail, as much as possible.*

On the Horizon

- **OII continues to engage in conversation with MOLA legislative review coordinator regarding the designation of the following areas of licensing to OII.**

Licensing of:

- Livestock Dealers and Agents including Bonding
 - Hide Dealers
 - Public Sale Yards
 - One Day Sales
 - Slaughterhouses for non human consumption
- Moving forward with technology
 - eManifesting vs. paper; for OII brand inspectors use initially
 - potential integration to sale outlet facilities, feedlots, packing plants etc
 - eventually movement tracking electronically

OII continues to be an active partner in a multi agency relationship involving BC Abattoirs Association and Provincial Meat Inspections working in conjunction with Interior Health liaison officer Dave Charchuk. Collectively we deliver continued education surrounding regulations surrounding the slaughter, transportation and cut /wrap shop procedures for beef and beef carcasses. In doing so, OII has printed and circulated an information brochure handout specifying the need for properly completed manifests (form 3's) bills of sale and record keeping requirements for facility operators.

Did You Know

- OII currently has 33 part time brand inspectors located throughout the province
- OII brand inspectors clipped 3146 head cattle to verify brands and determine ownership on cattle delivered to sale facilities only, in 2011
- Brand Inspectors require a 24 hour notice prior to providing an inspection service
- It is the owner / contributors responsibility to properly present the livestock for brand inspection
- It is the responsibility of the contributor to provide a properly completed manifest (form 3) to accompany all livestock movement and shipment, when applicable
- It is the responsibility of the contributor to have the manifest made out in the same name(s) the brand is registered in. If this is not the case, than a properly completed bill of sale shall serve as the best means of proving ownership for animals not carrying the contributors brand
- When consigning Finance Association cattle, carrying an association brand, the manifest must be completed in the name of the association. Otherwise an authorized association release must be provided
- Violation of any of the previously listed regulations could result in detention of funds
- OII will continue to participate in “Stop Checks” at highway traffic weigh scales throughout the province in conjunction with other industry agencies hosted by CVSE
- OII currently administers approximately 5800 registered brands for horses and cattle
- In 2011 – based on information provided, OII brand inspectors were directly responsible for placing 29 head of cattle back in the hands of their rightful owners. Our industry term for this is “wrongfully shipped”. Dealings with strays involving OII Brand inspectors are also considered in this number.
In 2010 – this number was 56
In 2009 – this number was over 200 (involved a producer bankruptcy, three finance associations, and a bank)

Please visit our web page www.ownership-id.com for updated information and printable versions of various brand registration and transfer forms.

Please review the Livestock Inspection Summary and Stats provided in this report for your knowledge and information.

We invite everyone to visit the OII display booth at the conference trade show.

Respectfully submitted,
Bob Miller
General Manager