

## New Horse Brand Locations Permitted By Bob Miller

At their 2011 annual general meeting, the board of directors of Ownership Identification Inc. passed a motion to make available two additional brand locations for horses. For many years, as far back as when the Ministry of Lands and Agriculture administered the livestock brands registry, only four locations were offered as available for horse brands.

**T**hese traditional locations were both the right and left hip and shoulder areas.

What is new is the introduction of available horse brand locations referred to as “right or left upper back area.” Certain stipulations such as freeze branding only, will apply when branding in this location.

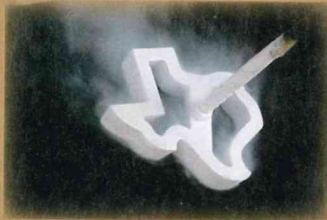
“The practice known as ‘branding of livestock’ is a well documented tradition in BC, dating back to the earliest recorded ranches in the 1860s. No other way is as easily visible as branding, not only for identification of ownership, but also as a deterrent to theft,” states OII General Manager Bob Miller.

According to Miller, the interest to offer the upper back area as a possible brand location came about as a request from the show horse sector. Many horse owners today still believe that a visible

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brand serves as a deterrent to theft, but in this particular area, the brand could be covered by the blanket or saddle for show purposes.

A simple design and well-applied brand on livestock is a permanent definitive mark of ownership. Livestock people commonly refer to a brand as a “return address” on their animals that cannot be washed off or cut out.



Ownership Identification Inc. (OII) was designated by the Ministry of Agriculture, Food and Fisheries in 1997

to administer a brand registration and inspection program in British Columbia. The company is owned by the following shareholders:

Horse Council BC  
BC Cattlemen’s Association  
BC Breeders and Feeders Association  
BC Association of Cattle Feeders  
Mountain Livestock Markets

Association

The company is run by a board of directors representing the shareholders with the head office located in Kamloops, BC. Under this designation from the Provincial Government, OII administers the Livestock Identification Act and the Livestock Identification Regulation. For more information, please visit [www.ownership-id.com](http://www.ownership-id.com) or call (250) 314-9686.