



 DairyTrace 

20

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SNAP

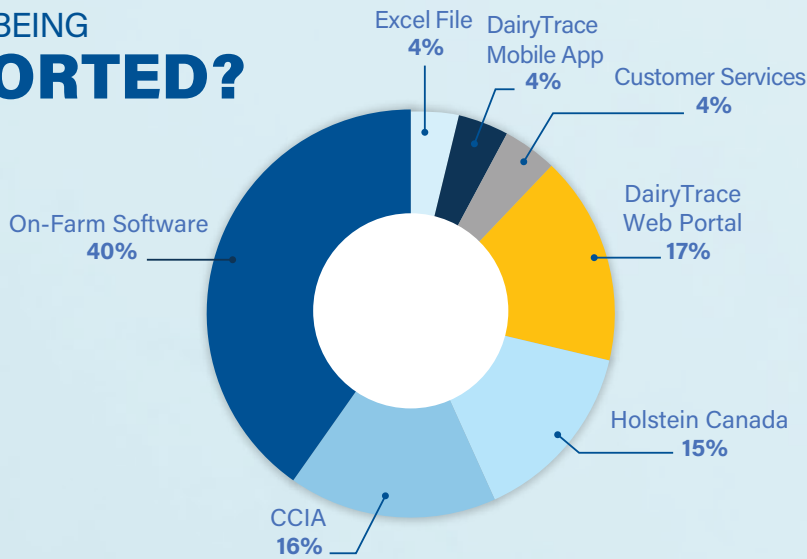
SHOT

A YEAR OF KEY MILESTONES FOR DAIRYTRACE

DairyTrace hit several key milestones in 2023 with nearly 90% of dairy farmers exclusively using white DairyTrace tags and 1.3 million traceability events reported to DairyTrace. Check out the numbers below for more highlights!

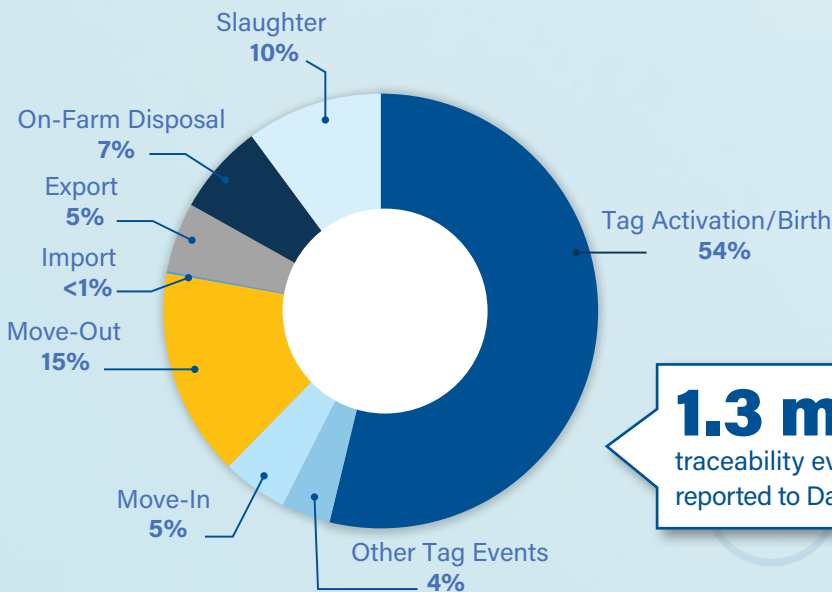
Dairy farmers from across Canada embraced DairyTrace with tremendous growth in tag activation and event reporting.

HOW ARE TRACEABILITY EVENTS BEING REPORTED?



DairyTrace Customer Services assisted dairy farmers with **10,000** phone calls and **6,000** emails

WHAT EVENTS ARE BEING REPORTED?



1.3 million traceability events were reported to DairyTrace in 2023

89%

of dairy farmers are exclusively using **white** DairyTrace tags



564,466

dairy tags were sold in 2023, of which

52%

were dual tag sets

COMMUNICATION HIGHLIGHTS

DairyTrace used various media to convey the importance of traceability and the tools that make it easy. Communications focused on the exemplary practices of top farmers and provided insights into the multiple options available for reporting.

DairyTrace launched a new **website** and a new **YouTube** channel, which together received nearly 3,000 views.



DairyTrace offered two live **webinars** for dairy farmers with tips and tricks for event reporting and more!

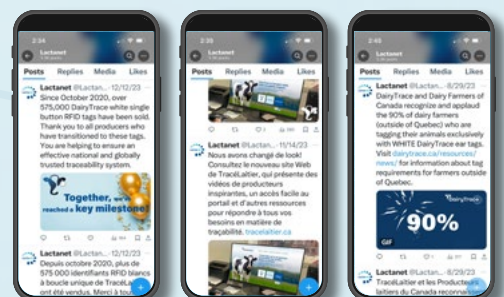
In 2023, **18 TagTips e-blasts** were distributed to 4,682 dairy farmers each month with tips on using DairyTrace tools as well as important updates and reminders.



Canadian dairy farmers provided valuable testimonials about why and how they implement traceability on their farms. These **producer profiles** were featured in print publications across Canada and videos posted on the DairyTrace website and YouTube channel.



DairyTrace continued to engage with farmers through Lactanet's social media channels.



DAIRYTRACE YOUR ONE-STOP-SHOP

DairyTrace completed significant improvements to the portal and the app, making event reporting easier and more convenient.



The ability to order tags through the DairyTrace portal by registered users is one more reason why DairyTrace is your one-stop-shop!



Dairy farmers across Canada use proAction® to demonstrate and document best practices, proving that they produce some of the safest, highest quality milk on the planet. Under proAction, farmers demonstrate excellence in six distinct areas, one of which is Traceability. Since the Traceability module has been implemented, farmers have shown the most improvement in on-farm recording of tag activations and move-ins. Tagging and recording tag retirements have also steadily improved over time. The requirements to report birth information/tag activation,

move-ins and tag retirement became mandatory September 1, 2021, following the launch of the DairyTrace system. Farmer performance on these will also improve as dairy farmers become more familiar with DairyTrace and as more resources and tools are developed.

As of September 1, 2023, dairy farmers must use approved DairyTrace white tags for all calves born on farm. Dual tag sets and the single white button tag are now available to order through the DairyTrace portal so farmers can meet all their tagging needs in one place.

THANKYOU

Thank you for your part in making 2023 a success! Your continued support of and participation in the DairyTrace program is helping to ensure an effective national and globally trusted traceability system, making the Canadian dairy industry even stronger.