

# TagTips

DairyTrace updates for all things traceability

Welcome to DairyTrace TagTips - quick tips, helpful hints and FAQs to help you understand the most efficient ways to use your traceability tools.

## DairyTrace By Numbers

Below you'll find interesting DairyTrace statistics and figures for 2023.

### Event Reporting

**1.3M**

Events reported to DairyTrace

**40%**

Events reported through on-farm software (97% from DairyComp)

**15%**

Events reported through Holstein Canada

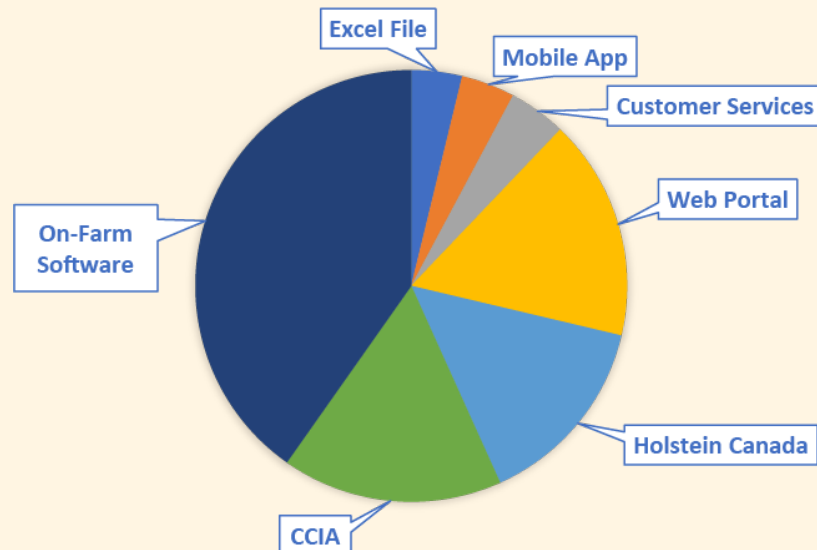
**16%**

Events transferred to DairyTrace by Canadian Cattle Identification Agency (CCIA), primarily slaughter and export records

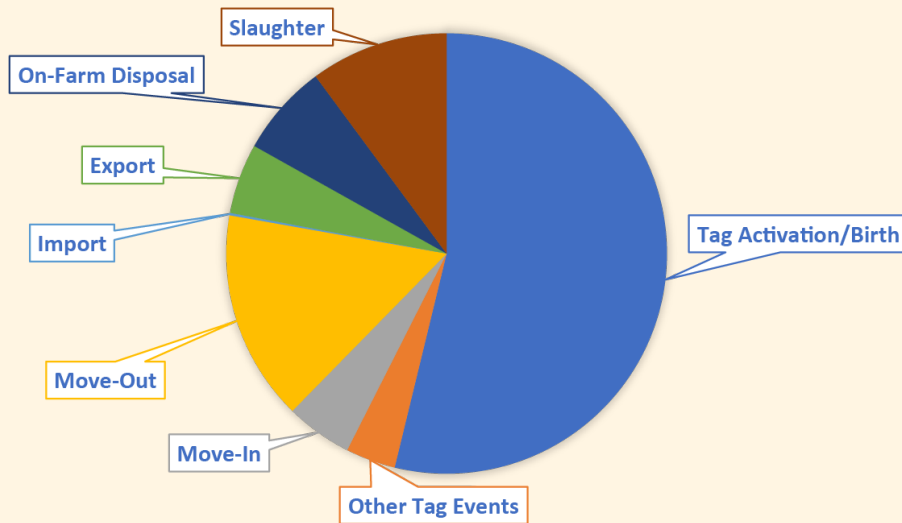
**15%**

Move-out events voluntarily reported by producers as best practice

EVENTS REPORTED BY SOURCE - 2023



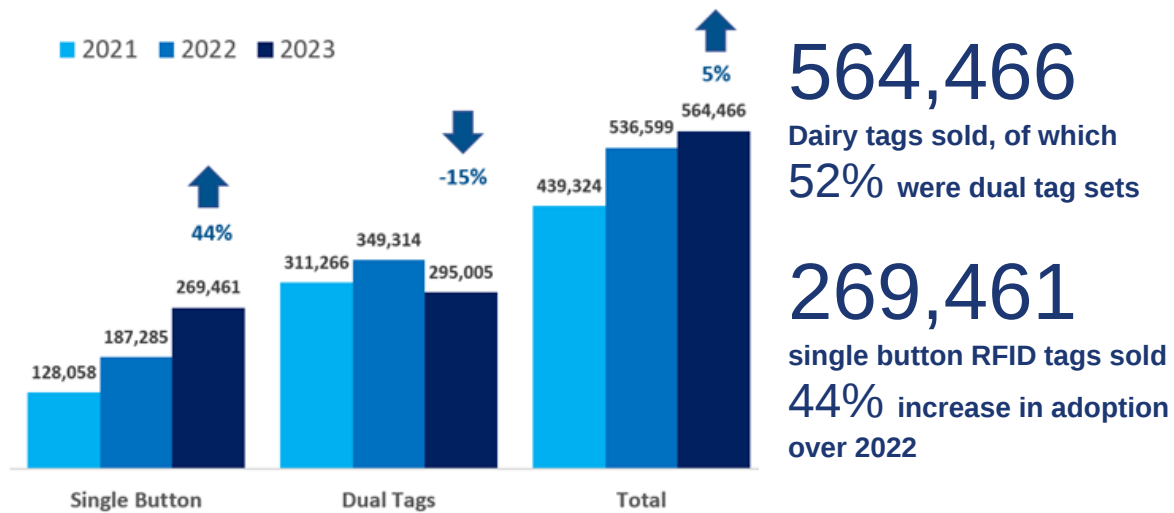
## EVENTS REPORTED BY TYPE - 2023



54%

Tag activations for animals born on dairy farms

## Tag Sales and Use by Dairy Farmers



564,466

Dairy tags sold, of which 52% were dual tag sets

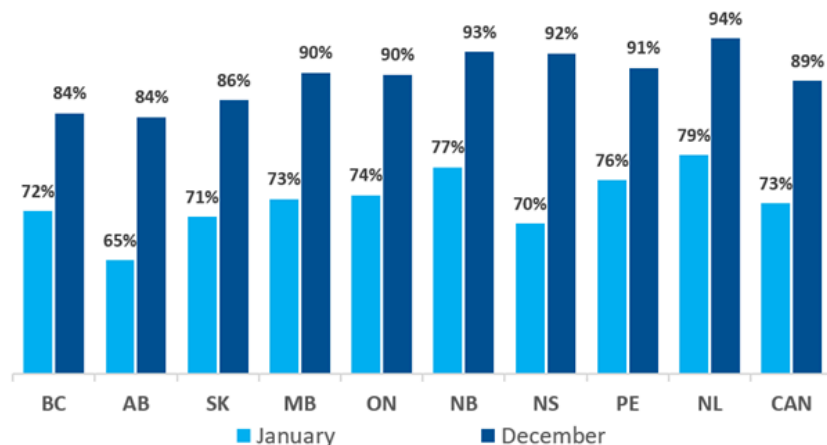
269,461

single button RFID tags sold 44% increase in adoption over 2022

Percentage of Producers with Tag Activations and No Yellow Tag Usage (January versus December 2023 By Province)

89%

Dairy farmers using exclusively white DairyTrace tags



> 10,000 phone calls

> 6,000 emails

By DairyTrace Customer Services assisting dairy farmers with reporting traceability events and ordering white dairy tags.

**Have questions or need help on the above topics?** Please contact Customer Services at 1-866-558-7223 or email us at [info@dairytrace.ca](mailto:info@dairytrace.ca).



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