

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.

The DairyTrace Program

DairyTrace's leadership team closely collaborates with Dairy Farmers of Canada, Holstein Canada, CFIA, AAFC and other industry partners to ensure that the traceback system is ready to respond quickly and effectively in the event of an animal health emergency.

The DairyTrace program provides the tools and resources needed to meet federal regulations and proAction® traceability requirements.

Additionally, DairyTrace is working to include more value-added functionalities that will benefit all stakeholders involved in the dairy cattle traceability chain.

Watch this video to learn more about industry partners involved in DairyTrace and their roles:



Meet the DairyTrace Leadership Team below:

Brian Van Doormaal, Chief Services Officer
bvandoormaal@lactanet.ca



What inspires you the most about your job?

I've been privileged to work in the dairy cattle industry for over 38 years, with a focus on genetic improvement and traceability. Being born and raised on a dairy farm, my main goal has always been to help Canadian dairy farmers be successful in providing high quality, safe and nutritious dairy products to consumers.

How has this job helped you to see the importance of traceability?

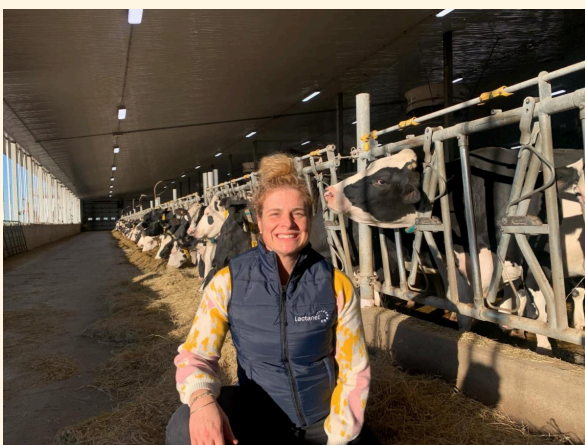
During my career, I've witnessed the impact of a disease outbreak, in Canada and other countries. National traceability is critical for mitigating the negative impact of a future disease outbreak ... not IF it happens, but WHEN it happens.

Where is your dream vacation destination?

After having travelled to over 50 countries worldwide, I would never hesitate to return to Ireland, where my wife and I had our honeymoon vacation.

Mélissa Lalonde, Senior Advisor- Traceability

mlalonde@lactanet.ca



What do you like best about your job?

It's very inspiring working with dairy farmers as I feel a connection with the values and life principles that they have. I also really enjoy working with so many knowledgeable people in the dairy industry and with other commodity groups. It's a very collaborative environment.

What are you most excited about in terms of the future of DairyTrace/traceability?

I'm most excited about the value-added projects we are working on and the potential to add value to all the hard work producers have been doing. DairyTrace is so much more than a database and we are excited to expand on all that it can offer. We also

have a data integrity project underway, as this will help ensure we can respond quickly and effectively if there's an animal health emergency.

What is your dream vacation destination?

I would love to go on a horseback riding adventure in the mountains.

Mackayla de Kwant, DairyTrace Program Manager

mdekwant@dairytrace.ca



What do you like best about your job, or what inspires you the most?

Since I did not grow up on a dairy farm, I like that every day I am always learning something new from dairy farmers about this industry.

How has this job helped you see the importance of traceability?

As Program Manager, I can now see all the different perspectives regarding traceability, (ie. consumer, farmer, government), and appreciate how everyone's efforts come together to protect the future.

What is your dream vacation destination?

A Canadian cross-country train trip would be amazing. I've only gotten to explore a small part of Canada so far, and there is so much out there still to experience.

Did you know?

We've made some changes to the DairyTrace proAction report to make it easier to read. Events are now organized first by event type, and then chronologically by reporting date.

Have questions or need help on the above topics? Please contact Customer Services at 1-866-558-7223 or by email at info@dairytrace.ca. For tag orders email tags@dairytrace.ca.



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