

West Hawk Lake Zoning Initiative ²⁰⁰⁹⁻²⁰¹³ **TRAC-004-CAHC**
ZONE CANADA ACTIVITIES: ACCOMPLISHMENTS AND KEY FINDINGS
April 1, 2009 - March 31, 2013

Zone Canada uses zoning as a proactive strategy to protect the safety of Canadian food. Zoning's pre-emptive data collection provides evidence of disease freedom; it is one tool to assist Canada in containing a major outbreak of a Foreign Animal Disease (FAD), to identify possible spread of the disease and in mitigating the risks associated with FAD.

In the event of an outbreak of a foreign animal disease, Zone Canada will play a critical role in re-establishing disease-free status in the uninfected zone, which will allow resumption of export of animals and animal products supply from the disease-free zone. Increasingly, export markets for livestock and livestock products are interested in evaluating Canada's livestock movement reporting system.

This project followed a West Hawk Lake Zoning Initiative which saw development and testing of the Zone movement records and feasibility of operations. The current phase of the West Hawk Lake Zoning Initiative, known as Zone Canada, was a bridging phase, designed to position Zone Canada as a national tool of disease management with validated livestock movement data. Planned enhancements to the data collection increased efficiency and accuracy and encouraged participation of users, in preparation for mandatory reporting. Zone Canada engaged users via outreach communications, technical support and stakeholder communications. Zone Canada supported the National Agriculture and Food Traceability System (NAFTS) by building efficiencies and linkages with other traceability initiatives and other uses for the zone data collection, such as marketing and program development.

Control Site Operations- West Hawk Lake

The West Hawk Lake movement inspection site, located on the Trans-Canada Highway near the Manitoba-Ontario border, offers a unique, single road site checkpoint opportunity to capture data on livestock movements heading both east and west. At this time, West Hawk Lake represents the only livestock cease movement opportunity in Canada.

The Canadian Animal Health Coalition Board of Directors believed it was extremely important to maintain minimum operations at the control site during the contract negotiation stage of this project, so that the momentum gained during the last project would not be lost. A formal agreement between Manitoba Infrastructure and Transportation and the Canadian Animal Health Coalition was signed on January 27, 2010. It recognizes roles and responsibilities for control site usage at West Hawk Lake. A sign on the TransCanada highway directs east bound transports to report to the livestock reporting station.

An assessment of the office space requirements for safe 24/7 operations was conducted in May 2010. The report gave recommendations for safe space usage, handling confidential documents and training options for the site team. The security camera system and security window were major upgrades to the new, larger trailer installed during the summer of 2010. Once hired, the site team attended a zone - specific training session.

Round the clock operations ran from November 2010 to July 2012. Positive appraisals of site associates helped define the skill set required for a zone associate and aided policy and procedure changes. Frequent updates of

the site guide, a manual of procedures and policy for data logging, coding and tallies, helped focus site resources. Frequent team teleconferences ensured consistent messaging and helped with navigation of new territory. A review by Canada Revenue Agency further defined the role of the site team and requirements of the CAHC to manage contract employees.

The site played an integral role in effective, economical communications with users; survey data provided contact information for users who ship livestock across this site and well trained staff relayed key information on West Hawk Lake Zoning requirements. Routine activities included assisting users obtain their premises identification numbers, contacting shippers, receivers and transport companies to confirm load details and creating Zone movement permits. Users were shown how to create their own movement records. The site team worked with the field team to verify animal movements that ended or started at agribitions. The team worked with Quebec receivers and their brokers to reconcile loads bound for Quebec and used translated templates to help verify load details more easily. Information about the project was shared in a variety of ways, via mail, email and fax. Producers were directed to the www.zonecanada.ca website for more information and links to other traceability initiatives.

Throughout full time operations, the site team tailored key messages to commodity and specific stakeholder groups. The site team reinforced provincial premises identifications as fundamental components of traceability and encouraged reading of individual ear tags where possible. Hauling companies were engaged verbally and with written material and appreciation for their participation in reporting was shown with promotional gifts (go-mugs and pens). Senders and receivers were asked to provide load details so that movement records could be validated.

Changes in staff numbers and policy enhancements (Manitoba labour restrictions to hours worked and available budget) challenged 24/7 ops. By August, 2012 staff numbers were low enough that 24/7 operations were not possible. Plans were made to decommission the trailer by January 31 to allow for final invoicing and completion of the financial audit. With Growing Forward 2 released as promised in January 2013, and a strong business case and options in place for the continuation of Zone Canada, the CAHC agreed to allow the trailer to remain on site. This small piece is a huge success for the momentum of any future Zone program as it showed commitment of stakeholders to build zoning at West Hawk Lake as a piece of disease management infrastructure.

Data

The major strength of Zone Canada is its verified livestock movement data. Load details are submitted by the sender, as the load of livestock crosses out of its zone by the site member, and by the receiver. Since this information is held in a database, it can be recalled in the event of a FAD and can cover the incubation period of the disease. This allows for quick action to manage the outbreak, resulting in savings to the agriculture industry. One article on the economic benefits of animal tracing in the cattle sector suggests that for a herd of the size found in Texas (which is similar to the size of Canada's herd), substantial economic losses could be avoided if an effective animal tracking system is implemented prior to a FAD. This study suggests that if trace out time could be reduced because of animal tracking, from 4 days to 2 days, then \$78,000-\$2.4 billion could be saved. This amount increases as the days of trace out are reducedⁱ. Zone Canada data is an insurance policy for the Canadian livestock industry.

Routine data collection occurred at the site level. Transport drivers played a critical role in identifying each load and its contacts and senders and receivers verified load details or, if the load was not permitted, through the zone site. The details of each reported load were verified by phone, fax and email and stored within an in-house data set. On-site data security was enhanced as a result of the Security Report for the West Hawk Lake Zone site.

Over the course of the West Hawk Lake Zoning Initiative 19,215 loads of livestock reported to the West Hawk Lake site. Of these, many were identified as multi species, multiple departure and multiple destination loads. Further increasing the risk of disease spread, more than 1/3 of all loads stopped for feed, water and rest. CFIA reviewed a data sample assessed for risk and noted the need for follow up for trace out capacity and value.

Number of Crossings by Species Reported to West Hawk Lake Zone Site									
	Beef	Dairy	Hogs	Sheep	Equine	Goats	Bison	Feathers	Other
2009	2,071	57	163	144	43	119	19	1	21
2010	1,491	67	88	147	132	47	3	3	10
2011	3,232	154	200	198	259	74	16	6	36
2012	3,121	142	210	186	217	56	14	4	43
2013	37	2	3	3	1	2	0	0	0

Head Count by Species Reported to West Hawk Lake Zone Site									
	Beef	Dairy	Hogs	Sheep	Equine	Goats	Bison	Feathers	Other
2009	140,408	2,259	117,740	50,744	744	2,150	841	2	117
2010	98,194	2,859	34,865	43,944	810	1,987	157	32	104
2011	243,159	6,195	102,331	54,951	1,349	1,846	528	19,900	246
2012	221,784	5,746	119,672	46,366	1,204	1,265	380	61	171
2013	2,524	30	955	694	4	49	0	0	0

Zoning had a mutually beneficial relationship with NAFTA.

Lessons learned have been evaluated as a part of the development of the business plan for future activities. Some considerations include:

- **Human resource requirements - WHL Zone site staffing:**
 - In a remote area like West Hawk Lake, there is a limited human resource pool available for employment. When considering ongoing operations with increased staff requirements, it is likely the catchment area would need to be increased.
 - Implications of CFIA accreditation and conditions of employment to support mandatory reporting.

- Maintaining operations independent of Manitoba Infrastructure and Transportation and addressing safety issues.
 - Importance of communication among staff members. Frequent teleconferences are an important way to ensure the process is clean and the message is clear.
 - Administrative and policy requirements to support full time site operations.
 - Change of employment status to employee will increase costs.
 - **Audits** - The West Hawk Lake Zoning Initiative underwent three audits- two financial and one risk assessment. Although at times taxing, the audit processes led to changes in policy and procedure that ensured data and reporting quality, strong supporting documentation and detailed, complete project reporting protocols.
 - **Innovative Solutions** – Continued dialogue between government and industry is required on the science-based needs for traceability / zoning and the ability of industry and government to deliver them. To protect zoning integrity, innovative solutions are needed that will be acceptable to both industry and trading partners. The use of existing traceability databases is of importance to industry groups. Continued close relationship with NAFTS / IGAC activities is required, including IGAC and working groups addressing premises, data quality, data-sharing agreement, etc.
 - **Roles and Responsibilities** - The Canadian livestock industry believes that as a part of NAFTS, zoning is a responsibility of the government, where industry contributes by building awareness, communications, animal and premises identification and recording of animal movements. The transportation industry plays an important role in collection and access to load information.
 - **Multiple sites** - The concept of using WHL site as a model for other zoning locations in Canada remains unchanged and part of the longer term plan. For zoning to be effective, animal movement across the zoning site must be recorded and verified.
-