



# IDENTIFYING<sup>TM</sup> WISCONSIN

*Leading the Way in Animal ID*

With support from Wisconsin livestock producers, industry and the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP), the voluntary Identifying Wisconsin<sup>TM</sup> branded Official ID program has been developed and is the first of its kind.

## What is it?

The Identifying Wisconsin<sup>TM</sup> initiative is an independent, industry-funded program dedicated to accurate animal identification and highlighting the consumer value and quality of Wisconsin livestock. This program identifies a source of products produced through trusted management, for local, national and international market confidence.

## How Does the Identifying Wisconsin<sup>TM</sup> Program Work?

Under the Identifying Wisconsin<sup>TM</sup> program, Wisconsin producers can purchase approved AIN (840) and Premises ID tags. All tags approved for the program will carry the “Wisconsin Origin” seal that is printed by tag manufacturers and only distributed to farms in the state of Wisconsin.

The tags offered under this program can be used to satisfy traceability needs for marketing, animal health programs and on farm management. Data about the farm of origin is housed in a producer and industry managed database in Madison, WI.

## Why Should I Switch to the Identifying Wisconsin<sup>TM</sup> Branded Tag?

- Participation in the Identifying Wisconsin<sup>TM</sup> program does not require any additional fee from producers, but relies on their trust and support to make the decision to apply the branded tag to their animals to uphold the associated quality and values that brand represents.
- It promotes the values Wisconsin producers uphold in their own families and livestock operations.
- The branded tag symbolizes producer commitment to a quality product they produce to nourish others.
- The recognizable tag will help support modern farm practices such as on-farm integration of record keeping technology and better record keeping processes overall.
- These simple tags help bolster a producer participant’s bottom-line by leveraging the added value of the brand that represents trust in superior quality.
- Participating animals that carry the Identifying Wisconsin<sup>TM</sup> branded tag comply with the National Animal Disease Traceability (ADT) regulations for interstate movement of livestock, allowing for ease of transfer and transport - carrying the trusted Identifying Wisconsin<sup>TM</sup> tag safely and securely beyond state boundaries.

As consumers and export markets require more traceability of the product sold back to the farm of origin, the Identifying Wisconsin<sup>TM</sup> program has allowed Wisconsin to take a leadership position in this effort.

*For More Information:*

*Call: 888-808-1910*

*Visit: [www.identifyingwisconsin.org](http://www.identifyingwisconsin.org)*

