

(Please refer to Project Reporting Guidelines when completing this report)

BC Beef Quality Information System Project # A0616

BC Cattlemen's Association
In Partnership with
BC Association of Abattoirs

September 15, 2013

Completed by:

Gillian Watt, BScAg.MBA
Manager of Community and Industry Development
Thompson Rivers University
Williams Lake Campus

Funding provided by:

(Please refer to Project Reporting Guidelines when completing this report)

Background

The BC Beef Quality Information System (BCBQIS) has been a long time in the making. In the spring of 2009, Ron Keely of Kam Lake View Meats approached Gillian Watt, at Thompson Rivers University Office of Research to discuss the need for this program. The initial seed for this program came from a class project that TRU Computer Science Instructor, Kevin O'Neil initiated with Ron Keely to provide his class with experience in working with industry. This class project was enough to demonstrate to Ron Keely the huge potential for the BC Abattoirs to use technology to streamline their tracking systems and communicate information on carcass quality through the value chain.

The original proposal was completed by Gillian Watt, in August 2009 with the BC Association of Abattoirs as primary applicant, and after several revisions, including a partnership with BC Cattlemen's Association as the primary applicant, the project was approved in October of 2010. At that time, Jarrod Goddard of Net Shift Media Inc. saw the opportunity for a long-term partnership with the BC Beef Industry and agreed to be the Industry Sponsor for the program.

BCBQIS Steering Committee

To oversee this project on an ongoing basis, the steering committee consisted of:

Kevin Boone, Manager, BC Cattlemen's Association

Jarrod Goddard, Net Shift Media Inc.

Lincoln Smith, Industry Liaison Officer, TRU Office of Research

Gillian Watt, Project Manager, TRU Grants Office, Williams Lake

Ron Keely, Kam Lake View Meats

Dave Fernie, Rodear Meats

Hallie MacDonald, Finance Manager, BC Cattlemen's Association

Funding provided by:

(Please refer to Project Reporting Guidelines when completing this report)

This steering committee held meetings on a monthly basis during the planning stages. During the development stage, project manager, Gillian Watt met directly with Hallie MacDonald and Jarrod Goddard every three months to assess progress against the project schedule and assist in overcoming obstacles.

BCBQIS Industry Advisory Committee

The first industry advisory committee meeting was held on **December 8, 2012 at Thompson Rivers University**. The purpose of this meeting was to obtain feedback on initial program design and production parameters required in the input fields as well as determining accommodations for Grass Fed Beef on the Carcass Quality Assessment Tool. The agenda is attached as Appendix #1.

The following industry representatives attended:

Trevor Kempthorne, First Nations Agriculture Association

Ron Keely, Kam Lake View Meats

David Zirnhelt, Cariboo Cattlemen's Association

Denise Dowswell, Little Valley Farms

Kevin Boone, BC Cattlemens Association

Andrea White, Communications Manager, BCAA

Linda Alison, Cattle Industry Development Council

Bill Freding, BC Association of Cattle Feeders

John Church, BC Beef Industry Sustainability Chair, TRU

Lincoln Smith, TRU Office of Research

Gillian Watt, TRU Office of Research

Kevin O'Neil, TRU Computer Sciences

Don Noakes, VP Research TRU

Jarrold Goddard, Net Shift Media

Judy Guichon, BC Cattlemen's Association

Funding provided by:

(Please refer to Project Reporting Guidelines when completing this report)

The second industry advisory committee was held **on April 19, 2013 at the Plaza Hotel in Kamloops**. This meeting was to demonstrate the program development to date and to obtain feedback from producers and grocers and chefs in terms of formats for information reports and one last review of input data points required by producers in order to effectively correlate production data with carcass quality information. The agenda is attached as Appendix #2.

The following industry representatives attended:

Gillian Watt, Project Manager
Andrea White, BC Cattlemen's Association
Ron Keely, Kam Lake View Meats
John Church, TRU
Denise Dowswell, Little Valley Farms
Bill Freding, BCACF
Joe Heemskerk, BCACF
Mike Nikolaison, BCACF
Bernadine Peters, Dominion Creek Ranch
Sharon Kerr, Kerr Ranching, Smithers
Harry Gunter, Gunter Brothers Meats
Rob Hunt, Choices Markets
Craig Park, Chefs Representative

Abattoirs Training in Carcass Quality Assessment

At the beginning of the pilot stage, a carcass quality evaluation training team was formed, to develop the training program for personnel in each plant to become certified to evaluate carcass quality under this BC System. The team members are as follows:

Ron Keely, Kam Lake View Meats
Dave Fernie, Rodear Meats
Owen Marshall, Grading Consultant

Funding provided by:

(Please refer to Project Reporting Guidelines when completing this report)

As part of the training process, one of the three-team members will visit each plant with Jarrod for the initial orientation and training. At this time, a certificate for BCBQIS Evaluator in Training will be provided to each trainee who has attended the initial training session with one of the team members. A training manual will be given to each of the trainees, as well as a few BCBQIS rulers for taking certain measurements related to carcass quality. For ongoing support and training the team has developed a training video that will be implanted into the BCBQIS system. In addition, as part of the program, photos will be taken of each carcass's ribeye and uploaded to the system, along with the carcass quality assessment. From these, Owen Marshall can monitor each personnel's accuracy in assessing quality and after assessing 50 carcasses satisfactorily, a certificate of training completion will be given to that person. An auditing system will be developed under the next phase of the program, to ensure accuracy in the carcass quality assessments on an ongoing basis.

At the BC Association of Abattoirs and BC Association of Cattle Feeders AGM in April 2014, Owen Marshall and the training team will host a carcass quality assessment workshop to obtain feedback from industry and answer any questions relating to this system, in order to continually improve the processes going forward.

Testing Stage

Jarrold Goddard of Net Shift Media as well as one of the Carcass Quality Assessment (CQA) Training Team Members attended each of the following pilot plants to test the system. The following plants participated in this testing phase and provided ideas and requests for changes to the system:

Ben Rainer, Rainers Custom Cutting

Ron Keely, Kam Lake View Meats

Dave Fernie, Rodear Meats

Mike Noullett, Kawano Farms

Funding provided by:

(Please refer to Project Reporting Guidelines when completing this report)

The following changes were suggested and have now been added to the BCBQIS:

- 1) Make the CCIA textbox bigger to fit 15 numbers in iPad (input type="number", type="email", type="url")
- 2) Format instructions and packing slip PDFs a bit nicer
- 3) Max two selections on each cutting instructions section.
- 4) Setup Offal pack list
- 5) Special instructions or notes change from OF
- 6) CCIA default to show 124000 at beginning: 124 000 123456789 (
- 7) Allow duplicate lot numbers at the same time from different abattoirs
- 8) Add kidneys to offals list
- 9) Remove tail, just have oxtail
- 10) When processing/shipping
 - add number of boxes when marking as processed
 - add waybill number when shipped to track online
- 11) Let staff be able to do grading, cutting instructions, etc.
- 12) Add option on instructions to just ship the carcass
- 13) Validate all cutting instruction options so they have to select ground, and it tells them if they haven't selected something.
- 14) Bug when completing instructions enter number of boxes or bags and show that many packing slips... 1 of 32 , 2 of 32 etc...
- 15) Report for CCIA Tags

Completion

The above changes were completed by Jarrod Goddard on September 13, 2013 and the program training videos were completed on September 17, 2013. The program is now ready to be unrolled to all of the beef processors across the province as well as the beef producers in each region. This roll out and initial training period will commence on October 1, 2013 and will conclude by March 30, 2014.

Please refer to Appendix III and IV for the BCBQIS Screen Shots and the Program Training Videos.

Funding provided by:

(Please refer to Project Reporting Guidelines when completing this report)

Results and Deliverables

The response from the four initial plants that tested the system has been very positive. Although they are now entering their busy season and will likely not be able to enter all of their client data and fully utilize the system until the end of November, they can see the difference it is going to make in terms of reduced paperwork and streamlining client orders, product traceability and reporting systems. They are also encouraged that there are now quality standards in place for beef leaving their plant for commercial markets. They believe these quality standards will be key in building a solid foundation for growth in B.C.'s retail and food service sectors.

The producers who utilize provincial plants regularly are looking forward to receiving their carcass quality information and a few of these producers have already begun to categorize their carcass pricing based on the carcass quality score and yield measurements.

The meat managers at the small to mid-size retail store chains are very encouraged by the traceability and quality standards features of this system. They are also hopeful that the enhanced food safety systems and testing protocols can be incorporated into this system in the future so that the test results can be photographed and documented by date, right at the plant. For those plants wanting to or currently implementing the enhanced food safety testing protocols, the BCBQIS system could provide an effective platform for government monitoring and auditing of the test results.

The following short-term deliverables have now been successfully met:

- A web based carcass traceability system is operational and ready to be launched to B.C. abattoirs and B.C. Cattle producers
- Web based traceability system for beef that will be easily adapted to lamb and pork.
- A quality standards system is developed which includes a scoring system on key indicators of carcass quality.
- The database system will facilitate correlation between production factors and key indicators of carcass quality.

Funding provided by:

(Please refer to Project Reporting Guidelines when completing this report)

Communications

Web Sites

Updates on this project have been posted on the BC Association of Abattoirs website, with links to this from the BC Cattlemen's Association website. News Articles will be posted on the BC Meats Website as well to ensure consumers, chefs and retail stores are aware of the new system.

Social Media

Photos and posts have been made on the Certified BC Beef Facebook page about the program at the beginning of the testing phase. Further posts and photos will be made as news articles develop.

Newsletters

An update on the BCBQIS was included in the June 2013 BC Abattoirs Association newsletter. The rollout of the BCBQIS program will be announced in the BC Abattoirs fall newsletter. This newsletter is distributed to all producers, abattoirs, retail store managers and chefs, who are value chain members of BCAA.

Demonstrations, Attendance at Industry Trade Shows

Jarrold Goddard of Net Shift Media completed a presentation at the BC Association of Abattoirs and BC Association of Cattle Feeders AGM in April 2013, and participated with an industry display, to talk to abattoirs and producers on an individual basis about the program. He also attended the BC Cattlemen's Association AGM in May of 2013 and participated with an industry display to answer producer questions and introduce the program.

Articles and Press Releases

An article is in the process of being written by a senior journalism student at TRU, for the Beef in BC January 2014 issue. In addition, Diana Skoglund, Manager of Media Relations at TRU will be developing a press release to be sent out in early October, depending on the best timing for news papers, t.v. and radio.

Prior to this release, Gillian Watt will meet with Laurie Hrycuik, from the BC Ministry of Agriculture and Maria Peters from the BC Centre for Disease Control to ensure that the communications around the BC Inspection System and the BCBQIS are streamlined and consistent between all parties.

Funding provided by:

(Please refer to Project Reporting Guidelines when completing this report)

Appendix I

Carcass Tracking and Quality Standards Advisory Committee Meeting

Thursday, December 8, 2011

11:00 a.m. – 3:00 p.m.

Attendees Gillian Watt, Lincoln Smith, Jarrod Goddard, Kevin Boon, Andrea White, Ron Keely, Trevor Kempthorne, John Church (late), Linda Allison, Denise Dowswell, David Zirnhelt, Bill Freding

Time	Item	Owner
11:00-11:05	Welcome & Introductions	All
11:05-11:20	History of Project	Kevin O'Neil/Ron Keely
11:20-11:35	Funding history with Investment Agriculture Foundation and connection between BC Cattlemen's Association & BC Association of Abattoirs; Connection with BIXS	Kevin Boon / Andrea White
11:35-11:40	Terms of Reference for this Advisory Committee	Andrea White / Gillian Watt
11:40-12:00	Agenda and outline for Brainstorming for today's meeting <ol style="list-style-type: none"> 1. Data collection in the database <ul style="list-style-type: none"> • Are we collecting the right data? • Is there anything missing? • Consensus on data collected and names of fields 2. General data groupings: <ul style="list-style-type: none"> • Slaughter Schedule including incoming animal information (connection with BIXS) • Production fields • Cutting instructions • Grading • Producer feedback reports 	Andrea / Gillian
12:00-12:30	LUNCH BREAK	
12:30-1:00	Break-out sessions: Producers – data reporting, what type of reporting would you expect to receive back from the system? Processors – input data collection, what information do we need to track to improve / ensure traceability?	All
1:00-1:45	Come back together to report on brainstorming and gather consensus	All
1:45-2:00	BREAK	
2:00-3:00	Determine provincial grading parameters	All
3:00	Adjournment; feel free to stay and visit together	Andrea White

(Please refer to Project Reporting Guidelines when completing this report)

Appendix II BC Beef Quality Information System (BCBQIS) Industry Advisory Session #2

*April 19, 2013
Plaza Hotel, Kamloops*

11:00 a.m. – 2:00 p.m.

Invites: Gillian Watt, Jarrod Goddard, Kevin Boon, Ron Keely, Trevor Kempthorne, John Church, Linda Allison, Denise Dowswell, David Zirnhelt, Bill Freding, Joe Heemskerck (new), Mik Nikolaison (new), Betty Peters (new), Pual Devick (new), Sharon Kerr (new), Dave (new), Harry Gunter (new), Rob Hunt (Choices Markets, new), Craig Park (new-chefs)

Time	Item
11:00-11:05	Welcome and Intro's
11:05-11:15	Program Overview (Gillian Watt)
11:15-11:30	Program update from Jarrod
11:20-11:35	Connection with BIXS and new sign on for B.C. Producers
11:40-12:30	Information required from producers: Confirmation of data points producers want to input for correlation purposes. What carcass information and reporting format would work best for producers and feeders to enable easy correlation between production factors and the various attributes of carcass quality.
12:30-1:00	Lunch Break
1:00-2:00	Information required for grocers and chefs: A short carcass quality information report should be integrated with the cost per serving/product costing report sent to the customer on completion of cutting through the "BC Beef Net" program. What should this report contain and in what format? For commercial markets not on the "BC Beef Net" program, how do they access the information (or do they?) and what data points do they require?

This project is enabled through funding support from Agriculture and Agri-Food Canada through the Canadian Agricultural Adaptation program. In British Columbia, this program is delivered by the Investment Agriculture Foundation of BC. Other financial and advisory support for the project has been provided by BC Association of Abattoirs, BC Cattlemen's Association and Net Shift Media Inc.

(Please refer to Project Reporting Guidelines when completing this report)

Appendix III

Screencast of program

<https://vimeo.com/74792266>

password: bcbqis

Appendix IV

Carcass Evaluation Training Video

<http://vimeo.com/74790608>

password: bcbqis

Appendix V

Screen Shots – attached in a zip file in email from Jarrod Goddard forwarded by Gillian Watt, Sept 18, 2013

Funding provided by:



Project Report

Project #: A0616

(Please refer to Project Reporting Guidelines when completing this report)