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Be There

Most hockey players chase the puck. Wayne Gretzky was known for heading away from the puck, to where it was going to be. Watching him play, you might have thought he was nuts, but it paid off! The beef industry is changing and the winners are moving to where it will be, not where it stands today.

Some may debate it, but age verification is clearly in demand from buyers. Premiums may not be evident (yet) but when a group of keen competitors (Alberta) have age verified 70% of their 2008 calves, Ontario producers need to keep up to stay in the game. Age verification of animals can open new markets. It can lead to premiums. Or it may just be the cost of doing business. Regardless, it is where the industry is going. Based on our current level of age verification (15%), the Ontario industry is not well positioned to take advantage of new markets, and they will emerge.

Everyone is busy these days, including beef producers. Age verification may seem like one more thing to do on an already long list. Rest assured, however, that age verification can be dead simple. Follow these steps:

1. Call BIO at (519) 767-2665 to buy your RFID tags
2. Send us back the preprinted list of tags with birthdates or first and last calving dates
3. Use the birth certificate when marketing your calves

Age verification can be very easy and cheap to do. You know where the puck is going. Be there! 

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