Holstein Association
USA, Inc.
www.holsteinusa.com

National Association
of Animal Breeders
www.naab-css.org

National DHIA
www.dhia.org

National Milk
Producers Federation
www.nmpf.org

Professional Dairy
Heifer Growers
Association
www.pdhga.org

American Jersey
Cattle Association
www.usjersey.com

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IDairy Chooses Animal Identification Database
Six leading U.S. dairy organizations come together in support of program

MADISON, WI– Representatives from the IDairy coalition officially announced the National FAIR system as the database for managing dairy identification information on Thursday, October 5, 2006 at World Dairy Expo. During the press conference, a memorandum of understanding was signed by the six organizations naming National FAIR as IDairy's choice to confidentially house dairy and livestock identification data in compliance with the upcoming national animal identification system.

"Dairy producers need a private animal identification database that can ensure confidentiality, while also complying with the needs of USDA, at a low cost," said Jerry Kozak, National Milk Producers Federation President/CEO. "As the IDairy coalition looked across the industry for such a system, National FAIR was the clear choice. Producers who choose to work with IDairy can be ensured they are leading the charge for a national animal identification system."

IDairy was founded in October 2005 by six leading dairy organizations: American Jersey Cattle Association, Holstein Association USA, Inc., National Association for Animal Breeders, National Dairy Herd Improvement Association, National Milk Producers Federation and the Professional Dairy Heifer Growers Association. IDairy provides a united front for the dairy producer community to move forward with a national animal identification system.

The coalition's initiative included a three step phase to national animal identification: registration of premises; animal identification; and the transfer of data from individual systems to a national database.

Dairy producers can now work with IDairy to meet all three of these phases. By purchasing radio frequency identification (RFID) eartags, producers can be enrolled in National FAIR's USDA interim approved data tracking system to ensure they are following all the requirements set forth.

The National Farm Animal Identification and Records (FAIR) system is administered by the Holstein Association USA, Inc. An individual, electronic animal identification system with proven 48-hour traceback abilities, National FAIR has successfully enrolled over three million animals in a secure, online database since 1998. In September 2006, after an independent review administered

by the USDA, National FAIR was named an approved interim/development participant in USDA's National Animal Identification System (NAIS).

"This may be the most significant, comprehensive and united effort this country's dairy industry has ever put together," said John M. Meyer, Holstein Association USA, Inc. CEO. "We believe U.S. dairy producers are pleased that these organizations have joined together as one to lead the nation's animal identification efforts."

Dairy and livestock producers can visit the IDairy website: www.idairy.org to learn more about the IDairy database system.

The National FAIR program is administered by Holstein Association, USA. National FAIR is a partnership between USDA/APHIS and the Holstein Association. To date, more than three million dairy and beef animals from more than 15,000 farms have been enrolled in the National FAIR database.

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