

Shaping the Future of Livestock Traceability

Help Us Understand what you need from Tomorrow's Livestock Information Systems

Our goal is to better understand what users need from a future livestock traceability system and ensure it delivers meaningful value to those who rely on it every day.

We're seeking your ideas, experiences, and priorities to help shape a system that is more intuitive, reduces duplicate data entry, supports your operational needs, and improves the overall user experience across the livestock industry.

Your feedback will help us identify:

- Opportunities to improve current processes and workflows.
- Ways to simplify data entry and reduce duplication.
- Features, tools, and integrations that would add the greatest value.
- Expectations around data ownership, privacy, security, and trust.

Thank you for taking the time to share your insights. Your feedback will play an important role in helping shape the future of livestock traceability in Canada.

Estimated completion time: 20–25 minutes

Section One: About You

At CCIA, we want to better understand who our users are, the roles you play within the livestock industry, and your unique needs. By learning more about your experience, priorities, and how you interact with the Canadian Livestock Tracking System (CLTS), we can better understand where you'd like the system to evolve and ensure future improvements deliver greater value to you.

1. Which option below best describes your role in the livestock industry?

- | | |
|--|--|
| ☐ Primary Producer > 200 head | ☐ Auction Mart |
| ☐ Primary Producer < 200 head | ☐ Processor / Packer |
| ☐ Backgrounder / Feedlot >1000 head | ☐ Other (please specify): _____ |
| ☐ Backgrounder / Feedlot <1000 head | |

2. Please Identify the province or region where your primary operation is located:

- | | |
|---|--|
| ☐ British Columbia | ☐ Ontario |
| ☐ Alberta | ☐ Quebec |
| ☐ Saskatchewan | ☐ Atlantic Canada |
| ☐ Manitoba | ☐ Northern Canada |

3. How often do you use or interact with digital livestock information or record-keeping systems? *This could include entering, reviewing, updating or accessing livestock information in systems such as CLTS, herd management software or other digital platforms.*

- ☐ Daily
- ☐ Weekly
- ☐ Monthly
- ☐ A few times per year
- ☐ Never

4. How do you currently report to the CLTS system? (Select all that apply)

- | | |
|--|---|
| ☐ Phone | ☐ Provincial Programs/Databases |
| ☐ Fax | ☐ Certification Programs |
| ☐ Mail-in | ☐ Spreadsheets / Manual tracking |
| ☐ Herd Management Software | ☐ Directly into the CLTS |
| ☐ Auction Mart Systems | ☐ Other (please specify): _____ |
| ☐ Veterinary or Animal Health Systems | |

Section Two: Duplicate Data Entry

The following questions relate to how you enter information into the Canadian Livestock Tracking System (CLTS) and any other software or record-keeping systems you use to manage your operation. We want to better understand where duplicate data entry occurs and identify opportunities to streamline these processes.

5. How often do you have to enter the same information more than once either within CLTS or across multiple systems?

- ☐ Never
- ☐ Rarely
- ☐ Sometimes
- ☐ Often
- ☐ Always

6. Which types of information should only need to be entered once and then automatically reused or shared (with your permission)? (Select all that apply)

- | | |
|---|--|
| ☐ Animal identification (tag number) | ☐ Location information |
| ☐ Premises ID (PID) | ☐ Health and treatment records |
| ☐ Producer / contact information | ☐ Import / export information |
| ☐ Animal movements | ☐ Slaughter or disposal information |
| ☐ Birth information | ☐ Other (please specify): _____ |
| ☐ Ownership information | |

Section Three: Current State - Understanding Issues

This section is designed to better understand your experience with today's reporting processes and information systems. We're interested in learning what works well, where you experience challenges, and how current systems support (or don't support) your day-to-day operations.

Your feedback will help us identify opportunities to simplify reporting, improve system usability, reduce administrative burden, and ensure future enhancements provide value beyond regulatory compliance.

Reporting Burden

7. When do you normally complete traceability reporting?

- ☐ While handling livestock
- ☐ Later that day
- ☐ Weekly
- ☐ Whenever I remember
- ☐ Someone else does it

8. How would you describe the effort required to complete your reporting?

- ☐ Very Low Effort
- ☐ Reasonable Effort
- ☐ Somewhat High Effort
- ☐ Very High Effort

9. What are the biggest challenges or frustrations you experience with information reporting? (Select up to three)

- | | |
|--|--|
| ☐ Reporting takes too much time to complete | ☐ Lack of integration with other systems |
| ☐ Too many steps or the reporting process is too complicated | ☐ Duplicate data entry or entering the same information more than once |
| ☐ Reporting systems are difficult to navigate or use | ☐ Instructions or reporting requirements are unclear (e.g., what, how, or when to report) |
| ☐ Information or data needed for reporting is difficult to locate or gather | ☐ Limited access to technology, internet, or mobile reporting |
| ☐ Difficulty identifying or correcting errors | ☐ Other (please specify): _____ |
| ☐ Slow system performance | |

10. What value, if any, do information systems provide to your operation beyond regulatory compliance? (Select all that apply)

- | | |
|---|--|
| ☐ Improved herd management and decision-making | ☐ Improved market access or customer requirements |
| ☐ Better record keeping and data accuracy | ☐ Reduced administrative effort |
| ☐ Improved animal health management | ☐ Improved operational efficiency |
| ☐ Faster response to disease or information events | ☐ No significant value beyond regulatory compliance |
| ☐ Participation in assurance or certification programs | ☐ Other (please specify):_____ |

Section Four: Future State – Requirements and Priorities

This section focuses on the characteristics and capabilities of an ideal future livestock information system. It is not intended to evaluate the current Canadian Livestock Tracking System (CLTS), but rather to identify the features, services, and functionality that would provide the greatest value to livestock producers and industry stakeholders in the future.

Your feedback will help identify priorities for reducing reporting burden, improving usability, enhancing data sharing and integration, increasing the value returned to users, and supporting efficient, secure, and trusted livestock traceability information management.

11. What would motivate you to use a livestock information system more frequently? (Select up to five)

- | | |
|---|---|
| ☐ Reduce duplicate data entry | ☐ Improved data accuracy through pre-populated information |
| ☐ Integration with the livestock management software I already use | ☐ The ability to share information securely with trusted organizations |
| ☐ Faster and easier reporting | ☐ Improved customer support and training |
| ☐ Mobile friendly access | ☐ Time savings |
| ☐ Automated reporting where possible | ☐ Reduced paperwork |
| ☐ Receiving useful reports and insights from my data | ☐ Better decision-making tools |
| ☐ Better inventory management tools | ☐ Financial incentives or program benefits |
| ☐ Compliance reminders and alerts | ☐ Regulatory requirements |
| | ☐ Other (please specify):_____ |

12. Which improvements would most reduce the effort required to report and manage livestock information? (Select up to three)

- ☐ Pre-populating known information (e.g., automatically filling in animal identification, premises information, or contact details)
- ☐ Reusing previously entered information (e.g., entering information once and having it available whenever needed)
- ☐ Bulk upload or batch reporting (e.g., uploading multiple records at once from a spreadsheet or livestock management software)
- ☐ Simplified forms and fewer steps (e.g., reducing the number of screens, clicks, or fields required)
- ☐ Automatic validation and error checking (e.g., identifying missing or incorrect information before submission)
- ☐ Better mobile access (e.g., reporting from a smartphone or tablet while working in the field)
- ☐ Seamless information sharing between trusted systems (e.g., securely sharing information between the livestock management software and reporting systems you already use, with your permission)
- ☐ Other (please specify): _____

13. How supportive would you be of a “Tell Me Once” approach, where information entered into one approved system is automatically shared with other authorized systems, eliminating duplicate reporting?

- ☐ Strongly oppose
- ☐ Oppose
- ☐ Neutral
- ☐ Support
- ☐ Strongly Support

Section Five: Data Governance & Trust

This section explores your confidence in how livestock traceability data is managed, shared, and protected. We want to better understand your level of trust in current data governance practices, who you believe should have access to your information, and any concerns you may have regarding privacy, transparency, and data sharing.

Your feedback will help inform future policies and governance frameworks that protect data while enabling appropriate and trusted use across the livestock industry.

14. Who would you like to have access to your data with your expressed permission? (Select all that apply)

- | | |
|--|---|
| ☐ Veterinarians | ☐ Animal Health (e.g., organizations that could use this data to support animal health initiatives, such as Animal Health Canada and disease risk mitigation programs) |
| ☐ Auction Marts | ☐ Other Producers |
| ☐ Processors/Abattoirs | ☐ Livestock Inspection |
| ☐ Government Agencies | ☐ Other (please specify): _____ |
| ☐ Certification Programs | |
| ☐ Producer Organizations | |
| ☐ Livestock Management Software Providers | |
| ☐ Transporters | |

15. As part of Canada's livestock traceability system, Responsible Administrators (RAs), such as CCIA, have long maintained information required to support livestock identification and traceability. Depending on the species and reporting requirements, this can include information such as premises information, animal identification numbers, tag issuance and distribution records, animal movement information (e.g. move-ins required by feedlots in Alberta), and other reportable traceability events (e.g. slaughter, disposal, import, export).

This information is maintained to support the operation of the national traceability system, regulatory requirements, animal health response and related traceability activities. These types of records have historically formed part of the information held within traceability databases. In CCIA's case this information has been held and kept secure and private in their database for several decades.

As traceability systems evolve, there is increasing discussion about how appropriately authorized use of traceability data could also provide additional value back to producers and the livestock industry, while maintaining appropriate privacy, security and data governance protections.

Which of the following best reflect your views or concerns regarding the management, use and sharing of traceability data? (Select all that apply)

- | | |
|--|---|
| ☐ Information being used for purposes beyond those for which it was collected | ☐ Not knowing how my information is being used or shared |
| ☐ Information being accessed by unauthorized people or organizations | ☐ Information being inaccurate or difficult to correct |
| ☐ Commercial use of information without my knowledge | ☐ More information being collected than is necessary |
| ☐ Cybersecurity or a data breach | ☐ I do not have any significant concerns |
| | ☐ Other (please specify): _____ |

Section Six: Future Vision

This final section looks ahead to the future of livestock information systems in Canada. We want to understand your long-term vision, identify the capabilities that would deliver the greatest value, and learn where you believe future investments should be focused.

Your input will help establish priorities for the next generation of livestock traceability systems, ensuring future enhancements align with the needs of producers, industry partners, and the broader livestock sector. We also invite you to share any additional ideas or recommendations that could improve traceability reporting in Canada.

16. From the list below, which five items do you think should be CCIA's priorities for investment over the next five years? (Select up to five)

- | | |
|--|---|
| ☐ Reducing reporting burden | ☐ Data privacy and governance |
| ☐ Improving ease of use | ☐ Business value and reporting tools |
| ☐ Software integration | ☐ Regulatory compliance support |
| ☐ Mobile functionality | ☐ Other (please specify): _____ |
| ☐ Automation of reporting | |

Which of the selected above is your highest priority? _____

17. If a future livestock information system could provide information back to you based on the data you report, which of the following would be most valuable? (Select up to five)

- | | |
|--|---|
| ☐ Current livestock inventory reports | ☐ Market information and industry insights |
| ☐ Animal movement history | ☐ Notifications and reminders for required reporting |
| ☐ Compliance dashboard (e.g., reporting status, outstanding actions, deadlines) | ☐ Customized reports that I can generate myself |
| ☐ Regulatory reporting summaries | ☐ Mobile dashboards and real-time information |
| ☐ Animal health and treatment summaries | ☐ Other (please specify): _____ |
| ☐ Audit-ready reports | |
| ☐ Premises activity history | |
| ☐ Performance or production reports | |

18. Is there any additional information or reporting that would make a livestock information system more valuable to you? (Up to 500 words)

19. If you could change one thing about traceability reporting tools (e.g., CLTS) in Canada, what would it be and why? (Up to 500 words)

Thank you for completing this survey. If you filled out a physical version, please either email to:

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Or mail to:

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