



**NAIT** National Animal Identification & Tracing



# TUANZ Rural Broadband Symposium

Craig Purcell  
July 2008



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# Overview

→ Scope and Objectives

→ The NAIT system

→ Traceability and Broadband



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# Scope

- **Market Access - PROTECT**
  - Equivalence
  - Consumer preference
  
- **Biosecurity – RECOVER**
  
- **Infrastructure – ESTABLISH**



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# Objectives

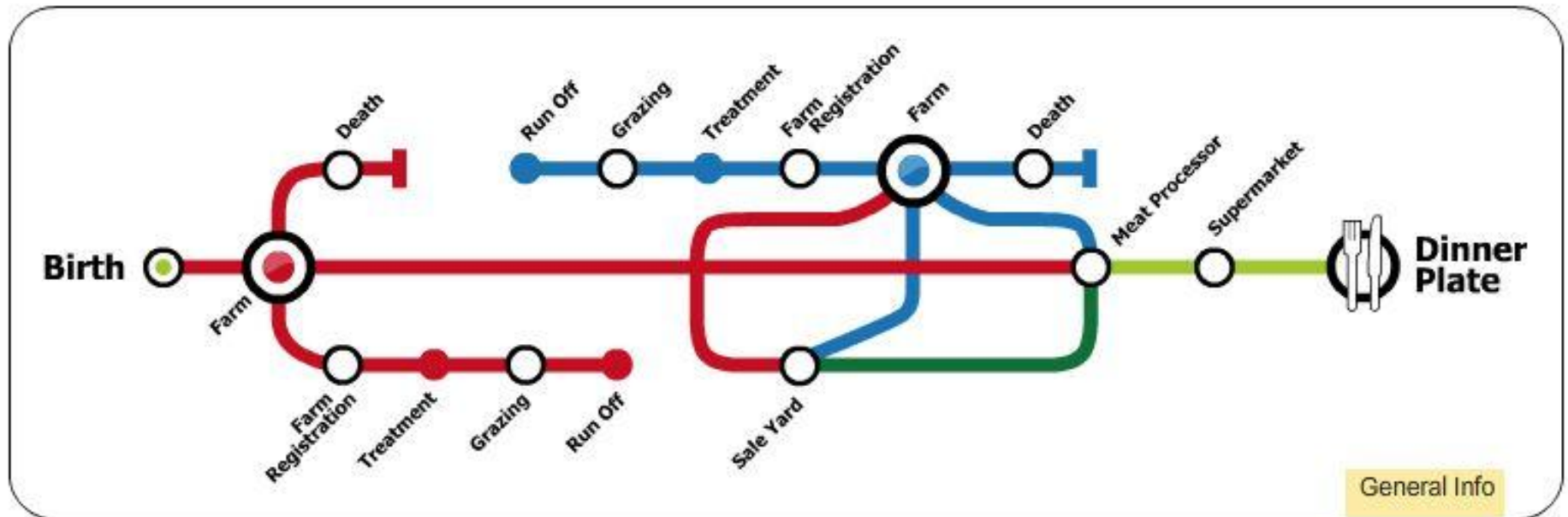
1. Single system by June 2011
  - Direct from those involved
  - Electronic
  - Core registry linking People, Property & Animals
  - Trace back and forward
2. Flexibility
  - To include other species and new requirements

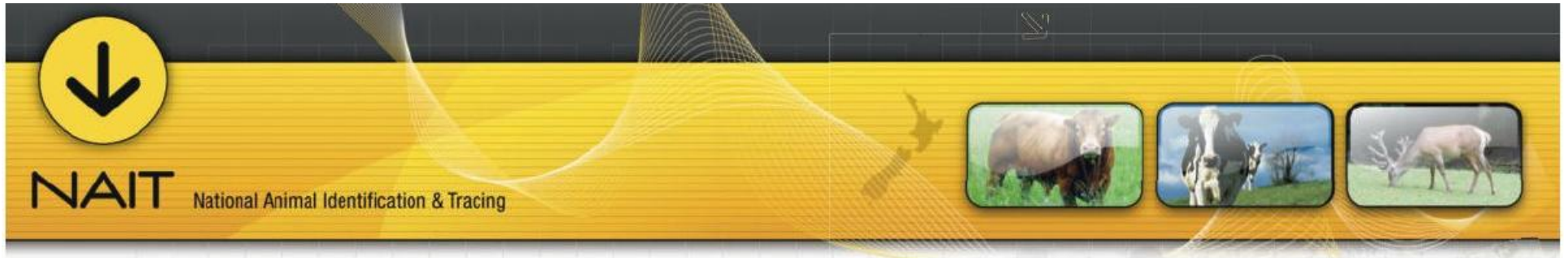


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## The NAIT System





# Broadband Business Case?

- \$13 billion exports
- PC Infrastructure in place (80+% for 5years)
- RFID infrastructure in place by 2011



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