



THE GLOBAL STANDARD
FOR LIVESTOCK DATA

Network. Guidelines. Certification.

ICAR Brand 2016

Version 0.1

1-6-2016 Martin Burke, CE ICAR.

The ICAR Brand 2016 - Plan

[illegible]

The ICAR Brand e.g. Website 1.5



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HOME

ABOUT US

TECHNICAL BODIES

CERTIFICATIONS

PUBLICATIONS

MEETINGS

ICAR's core products and services are
guidelines, evaluation and certification services,
seminars and workshops for:



ANIMAL
IDENTIFICATION



ANIMAL
EVALUATION



ANIMAL
RECORDING



ANIMAL DATA
MANAGEMENT

Home

Enter search

ICAR: Who we are and what we do

Welcome to the ICAR homepage

The International Committee for Animal Recording (ICAR) strives to be "the" international guideline reference for animal identification, recording systems, data analysis and genetic evaluation. Through the application of best recording, breeding and management information practices ICAR wants to help build a sustainable and resilient food supply for tomorrow's world.

What's new

This page presents the main achievements and the latest news from ICAR: The reports of the ICAR [...]

[Read more](#)

ICAR Certifications

According to ICAR standards, ICAR certifies ear tags, RFIDs, milk meters and genetic laboratories. ICAR [...]



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The ICAR Brand e.g. Leaflet – ICAR Story / Services

SCOPE OF ICAR

TITLE?

CONTACT ICAR

Are you interested in ICAR?
Contact us to find out more about (associate) membership, our guidelines or our services:

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E-mail: icar@icar.org

Chief Operational Officer: **Martin Burke** (martin@icar.org)

About our services
Evaluation Services?
Certification Services?

Interbeef
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Interbull
Interbull provides international exchange of dairy breeds information to develop more effective methods of genetic evaluation for cattle. Interbull's scientific approach is based on national genetic evaluation data provided by ICAR members. Trade in semen, embryos and livestock over the years has naturally led towards breeders wanting to make accurate comparisons between animals performing both within and across countries. With the international genetic evaluation data, Interbull has improved data performance comparison and stimulated open international markets.

Introducing ICAR

Network. Guidelines. Certification.

Network. Guidelines. Certification.

The ICAR Brand e.g. Leaflet – ICAR Story / Services



We are ICAR

ACTING RESPONSIBLY

ICAR is composed of 117 Members from 59 countries. With our guidelines and services ICAR wants to help creating quality based animal production systems around the world; connected systems that are beneficial to both our 87 full members, our 30 associate members as well as farmers, legislators and consumers.

This way ICAR wants to contribute to a sustainable food chain, while keeping in mind what is beneficial to the open markets long term. We believe that an unbiased scientific approach provides the right fundament for these common systems.

We do our work with the highest respect to human and animal integrity and welfare.

IMPROVING CONTINUOUSLY

With the continuous improvement of animal production systems ICAR wants to help its members to become or remain competitive, so they can provide relevant services to their stakeholders (primarily farmers and ultimately consumers).

We focus on groundbreaking innovations by facilitating and discussing research, thinking of new technologies and their impact on our guidelines and services (either provided by ICAR or another party).

FOR WHOM?

ICAR is there for its members, both in developed and emerging markets: farm and breeding organizations facilitating 'their' local farmers in data-recording and evaluation of production animals.

Ultimately this data should help farmers to make management (including breeding) decisions and produce healthy, safe and sustainable food in a valuable way.

Therefore ICAR cooperates closely with those organizations that provide products and services to our members in the recording and genetic process and in farm management information.

ICAR's core products and services

- Guidelines
- Evaluation Services
- Certification Services
- Seminars and workshops

for

- Animal identification
- Animal recording
- Animal evaluation
- Animal data management, ultimately for management (including breeding) decision making in livestock herds and flocks.



ANIMAL IDENTIFICATION



ANIMAL EVALUATION



ANIMAL RECORDING



ANIMAL DATA MANAGEMENT

CREATING SYNERGY

ICAR, an International Non-Governmental Organization (INGO), provides an open yet secure network to share with, learn from and interact with fellow members and related stakeholders in global animal production.

By cooperating, sharing and enabling ICAR strives to stimulate animal production around the globe that is more sustainable and efficient than the sum of the individual contributions.

ICAR facts sheets

- ICAR: The International Committee for Animal Recording
- Non-Governmental Organization (INGO)
- Formed on March 9th, 1951, in Rome
- ICAR is composed of 117 Members from 59 countries.
- ICAR has 30 Associate Members from 19 countries, who supply services to our Full Members.
- The ICAR activities are managed by 4 Sub-Committees and 15 Working Groups.

7 REASONS TO WORK WITH ICAR

1. An open platform for best practices and shared development
2. A shared system for the benefit of all in quality based livestock production
3. Helping to keep up with speed of innovation
4. Services to validate quality and to stimulate open markets
5. A neutral body for open international markets and a level playing field
6. Working for equal opportunities for all, also in emerging markets
7. A roadmap to professional breeding programs



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Summary ICAR Brand 2016

- Main goal: present 'revamped' ICAR in Chile. 24-28 October 2016
- Minimum requirements to launch:
 - Leaflets
 - Website 1.5 'Paint job'
 - Newsletter July
 - letterheads in new look and feel
- Notify internal staff timely: before launching to members >
 - soft launch end Aug beginning of September
- Before going external: involve members, associated members, wg, sc;'s, all involved in Interbull and Interbeef. e.g share brand story via newsletters and official board letter.
 - September – October 1st

ICAR Brand 2016 - Plan?

Feedback?

Challenges?

