

DATAMARS

Animal Identification

DATAMARS

The Toolbox



Pretoria
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- Netherlands
- Masters Degree Animal Husbandry
 - Certified Para Veterinarian
 - Animal Husbandry Farm consultant
 - Feedstuff companies
- (Electronic) Animal Identification since 1990
 - Texas Instruments RFID 1990-2009
 - Field trials all over the world
 - Close cooperation with industry leaders
 - Allflex, Ruminant, DeLaval, Fullwood, DairyMaster, Leader Products etc.
 - ISO standardization working groups 1992-2009
 - Close cooperation with industry leaders
 - Allflex, Datamars, Agrident, ICAR, ISO etc.
 - Datamars 2010-
 - Livestock and Pet ID
 - ME, Africa, N-C Europe, Baltic, Russian Federation and CIS, Asia

Datamars Animal ID at a glance

DATAMARS

- Over 25 years experience in animal identification
- Develops, manufactures, and markets its own products since 1988
- 100% focus on visual and electronic identification of animals



Livestock ID



Pet ID

Animal Identification

- Worldwide best-in-class supplier
- Swiss Quality standards and ISO 9001:2008

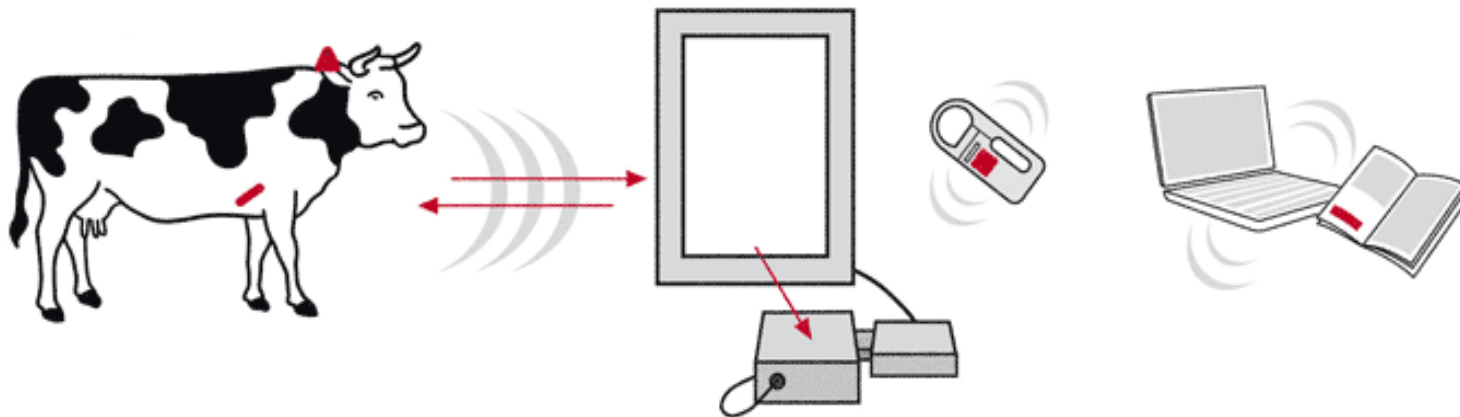
Share the experience

DATAMARS

- Pioneered Animal RFID and main driver behind the ISO standard
- ICAR Certified Supplier
- EU Type Approval Electronic tags
- Accreditation for official identification programs worldwide
- Africa: certified for most programs e.g. BW, NAM, KEN, ZA, Northern Africa
- Readers integrated to most common D-base systems



Basics



1 (Electronic) ID device
and Applicators

2 RF reading
device

3 D-base Interface

Complete range of products for livestock identification

Tags and Bolus for Official Identification Programs

- Visual tags
- Electronic tags HDX/FDX
- Bolus
- Implants



Tags for Herd Management

- 1pc or 2pc visual tags
- Feedlot /cow/calf/dairy
- Easy application
- Large print
- Customization



Applicators & Accessories

- Universal applicators for all tags.
- Robust designs
- Bolus applicators
- Tag marker



RFID Readers

- Robust RFID readers
- Portable and Stationary
- Highest reading performances
- Software included
- In-house development and tech support
- Compatible with any D-base SW



Advantages of Ear tags, Bolus and Implants

Compared to Branding, Tattoo, Ear Notching etc.

- Tamper proof
- Machine readable
- International standards
- Sequential numbering
- Additional data
- No Skin damage

Bolus

- highest possible retention
- Highest possible Tamper resistance

Ear Tags

- Electronic and Visual most common



Identification devices

Objective

- Life time identification

High Retention

- Avoid losses

Proper Practical Application

- Where, How, When, What???
- Training



Datamars Train the Trainer

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19 MARCH 2015

DailyNews

Botswana: Ear Tags Harmless

Tagged: [Food and Agriculture](#) • [Botswana](#) • [Southern Africa](#)



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Gaborone — The loss rate of visual ear tags on livestock is insignificant under Botswana's farming system conditions, says acting Assistant Minister of Agriculture, Mr Fidelis Molao.

Responding to a question in Parliament, Mr Molao said ear tags were safe and harmless both health wise to the cattle and consumer of meat, adding that individual animal identification was meant for food safety and disease control.

RELATED TOPICS

Botswana »

- Botswana: Changes to Church Bill Called 'Sata...
- Botswana: Sports View Ponders Move to Save...

ADS BY GOOGLE

Training Topics: Restraining

DATAMARS

Not always easy, use aids where possible.



Typical Device requirements

- High retention rate
- High Security / anti fraud
- High durability and resistance to UV, abrasion, chemicals...
- High performance
- Ensure animal welfare
- Laser marking with high contrast
- Easy to apply



DM Official ID Products Characteristics Overview

DATAMARS

- 1) Locking system (Security)
- 2) Mechanical resistance (Retention)
- 3) Material (Durability)
- 4) Electronics (Performance)
- 5) Physical & dimensional aspects (welfare & retention) plus Highest possible performance/weight ratio. (cm/gr)
- 6) Marking (Performance & Durability)

All Confirmed by ICAR certification

And local accreditation where needed: EU, PAS44, PAS66, CCIA, USA, NAM, BW, NLIS etc.

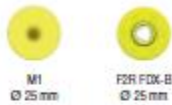


Tag Selection

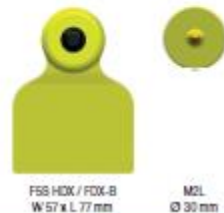
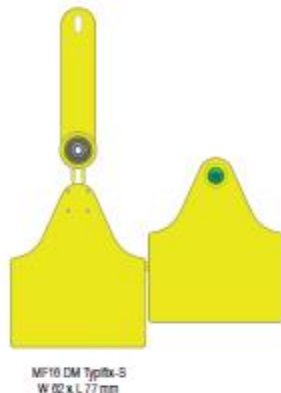
DATA MARS

ALPHA LINE

SHEEP & GOATS



CATTLE



FLEXA LINE

SHEEP & GOATS



CATTLE



Herd Management Portfolio

DATAMARS

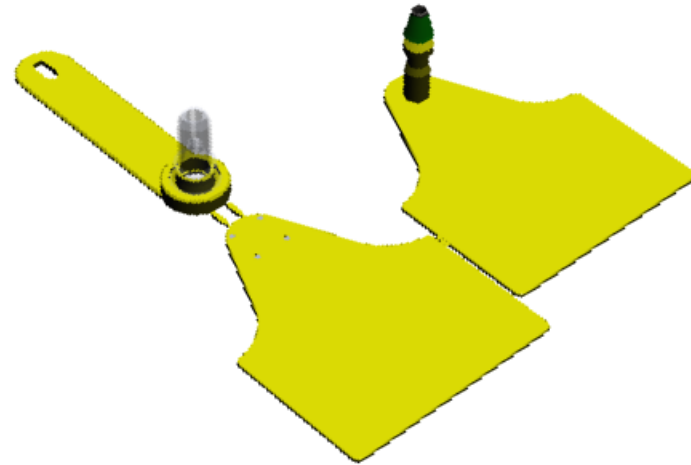
- Suitable for feedlot, cow/calf operations and dairy farms
- High retention rate
- Different designs for long term/short term needs
- Customization (printing, color...)
- Excellent print visibility



Tissue Sampling Tag



Sheep and Goat



Cattle

Heavy Duty Applicators Characteristics Overview

- Vertical pin
 - 90 degrees piercing angle
 - Pierce thick ears easy
 - Clean wound
 - Best coupling of M&F tags
- Dual adaptive
 - Holds Visual and Electronic tags
 - No adaptor for Electronic tags required
- Ruggedized design



- Circular piercing angle
 - Sheep/goat
 - Calf
- Adaptor for Visual tags
 - In for Visual tags
 - Out for Electronic tags
- Ruggedized design



Ear Tag Retention

**1-2 % losses over
lifetime is
acceptable!**



High retention alternatives

Bolus

- Suitable for Ruminants
- 3 dimensions: 20g, 52g, 72g
- Single use only and 100% retention rate



Implants

- Bio-compatible glass chip design
- Smallest Polymer chip in the world
- ETO sterilization
- Ergonomic pistol or Syringe applicator




Leg Band

- Suitable for sheep & goat
- Electronic and Visual
- Tamperproof closing mechanism
- Adjustable during growth



RFID readers

Entry Level	Stick Reader	Stationary Reader	Data Collector
TrackKing-1 (new generation)	Bluestick	F310	GES3S+Stick Antenna
			
<ul style="list-style-type: none"> - Continuous and single reading - Delete duplicates - Bluetooth - Rechargeable battery - Stores 4k ID - IP 67 - Optional BT version 	<ul style="list-style-type: none"> - Continuous and single reading - Bluetooth - Search function - Rechargeable battery - Stores 2 million ID - IP 55 	<ul style="list-style-type: none"> - Continuous and single reading - Search function - Bluetooth - Rechargeable battery - Stores 2 million ID - IP 66 	<ul style="list-style-type: none"> - Single reading - Data collection - Bluetooth - Rechargeable battery - Stores 2M records - IP 67 - Stick antenna

- Technical training and support
- 2 year warranty
- Repair center

Africa Changing the Landscape



THANK YOU