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For immediate release

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Paired visual and RFID tags available for limited time

VERONA, Wis – February 12, 2010 – The Wisconsin Livestock Identification Consortium is pleased to offer, for a limited time, a combined RFID tag with a visual tag at no cost.

Until March 31, interested producers who have not fully participated in WLIC's free tag program before can choose to receive both the 840 RFID half-duplex button tag and a matching visual tag at no cost. These tags give producers a convenient way to identify their animals both for their own herd management as well as breed registries, DHIA, age-source verification programs, and genetic programs.

“For practical reasons, most producers also use a visible tag in combination with the RFID. With this new offer, cattle producers looking at starting to use RFID technology can get a matching visible management tag at no cost. This should work especially well with the identification of newborn calves this spring,” said Robert Fourdraine, WLIC's chief operating officer.

RFID tags also play an important part in any disease traceability program, and are essential in keeping the state of Wisconsin free of disease and a national leader in disease traceability.

The mission of the Wisconsin Livestock Identification Consortium is to create a secure livestock identification system to protect animal health and market access, and offering opportunities to enhance the marketability of Wisconsin livestock products. Representing more than fifty businesses, organizations and livestock producer associations, WLIC draws upon the collective strength of its diverse membership to help strengthen and advance animal disease traceability in Wisconsin and the nation as a whole.

Interested producers should contact WLIC at **1-888-808-1910** to inquire about the tags, or visit www.LiveStockvantage.com or www.wiid.org to learn more about disease traceability programs and RFID in Wisconsin.

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