



FOR IMMEDIATE RELEASE  
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Contact: Jamie Jonker  
(703) 243-6111 ext. 344

**IDairy Advises Farmers to Keep COOL with NAIS 840-RFID Tags**  
Advent of New Labeling Law to Prompt Cattle Producers to Comply with Documentation Needs

Madison, Wisconsin – With implementation of Country of Origin Labeling (COOL) on September 30, retailers will be required to notify their customers of the country of origin of beef and veal. IDairy reminded dairy producers today that 840-RFID tags are an easy way to provide customers, and ultimately consumers, with the proper COOL documentation.

While retailers are required to ensure COOL compliance starting today, dairy producers at the other end of the food supply chain will have to verify the origin of cattle that are subject to COOL. This will necessitate maintenance of records from the producer through the retailer for such verification.

As an alternative to that burdensome recordkeeping, USDA will recognize the use of the Official National Animal Identification System (NAIS) 840-RFID tags as a universal passport for a dairy animal during its lifetime, requiring no additional paperwork or recordkeeping. Official NAIS 840-RFID tags will indicate the animal is of U.S. origin no matter how many times ownership of the animal changes during its lifetime.

“IDairy strongly encourages dairy producers to utilize NAIS 840-RFID tags to allow verification of country of origin at the speed of commerce,” said Jerry Kozak, President and CEO of NMPF, which manages IDairy. “840-RFID tags for dairy cattle represent the simplest way for dairy producers to assist in the marketing of their cattle to ensure easy compliance with COOL.”

In order to use Official NAIS 840-RFID tags, dairy producers must register their premises as part of the NAIS. Today, more than 70% of the United States’ 59,000 commercial dairy producers have already registered their premises, and can use 840-RFID tags immediately. Official NAIS 840-RFID tags can be purchased from many of the IDairy partners. For more information on registering your premise or obtaining Official NAIS 840-RFID tags, visit the IDairy online at [www.idairy.org](http://www.idairy.org).

**IDairy** was established in 2005 and consists of a coalition of 6 dairy organizations: American Jersey Cattle Association; Holstein Association USA, Inc.; Dairy Calf & Heifer Association; National Dairy Herd Information Association; National Association of Animal Breeders; and National Milk Producers Federation.

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