

MCA-MSU Bull Evaluation Program

Radio Frequency Identification Tag Placement

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Load the applicator according to the manufacturer's directions with the raised portion of the tag, which contains the transponder chip and capacitor, facing away from the applicator so that the RFID is not damaged in the applicator jaws (Figure 1).

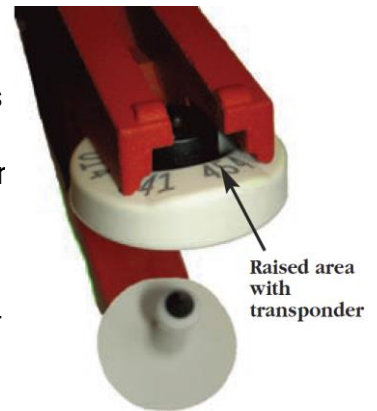


Figure 1.

The RFID tag should be placed in the animal's left ear (as viewed from behind), between the cartilage ribs, about one-fourth of the distance from the head (Figure 2). Left ear placement is important because our chute, SmartFeeders, and SmartScales are all optimized for left ear reading. This recommended ear location will result in the greatest retention yet will allow for growth of the ear in immature animals. Tags placed too near the head provide insufficient space between the tag parts to allow the piercing to heal properly. Tags placed too far from the head will increase the probability of snagging, reducing retention and making the animal's ear susceptible to tearing. By placing the RFID tag accurately, you create it best tag retention and healing.

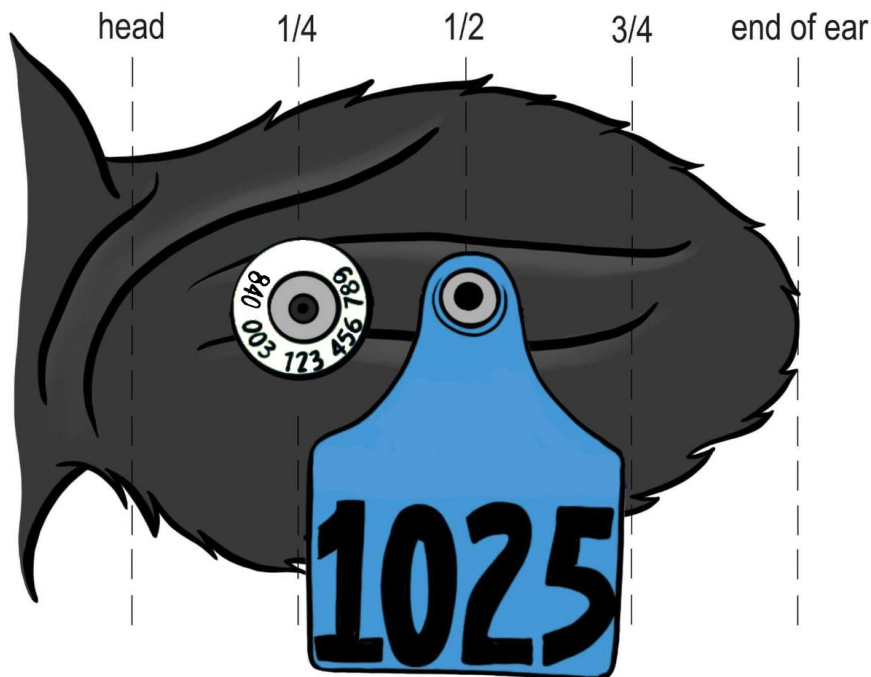


Figure 2.