

Are you selling livestock? Your advert must include the Property Identification Code

AGRICULTURE VICTORIA

A person selling livestock must include the Property Identification Code of the property where the animals are kept in any advertisement. This is not required if a livestock agent is involved in the sale, and their name and contact details appear in the advert.

INCLUSION OF THE PROPERTY IDENTIFICATION CODE IN ADVERTS FOR SALES OF LIVESTOCK

What is required and when?

A person must include the Property Identification Code of the property where the animals are kept in any advert selling cattle, sheep, goats, pigs, horses, poultry, camels, alpaca, llama or deer. This includes adverts placed in printed classified adverts, posted online via online sales sites (e.g. Gumtree) or on social media sites (e.g. Facebook). It includes when livestock are offered free of charge, or for barter, or for exchange of money.

Why is this required?

There are traceability systems in place to ensure that the movements of sold livestock are recorded and their origins can be determined. This is important in the event of a disease outbreak or chemical or other contamination issue.

There are lower levels of compliance with traceability requirements in some situations, including private sales between individual properties. Sales are increasingly occurring which do not involve traditional avenues, e.g. online sales through new trading platforms and social media.

The requirement to include the Property Identification Code in adverts will assist Agriculture Victoria trace the origins of livestock when required, and will raise awareness of the requirement to have a Property Identification Code and the importance of traceability.

Are there any exceptions?

Yes, if you are utilising the services of a livestock agent, the inclusion of the agent's name and contact details in the advert means that you do not have to include the Property Identification Code.

What are the consequences of not including the Property Identification Code?

It is an offence to not include the Property Identification Code in the advert. It is an offence to publish an advert which does not include a Property Identification Code.

A person may be issued with an infringement notice if they commit an offence, and be prosecuted under the Livestock Disease Control Regulations 2017.

Using a livestock agent in the sale and the publication of their name and contact details in the advert means that a person does not have to include the Property Identification Code in the advert.

What is a Property Identification Code and how do I obtain one?

A Property Identification Code (PIC) is the eight character alphanumeric code allocated by Agriculture Victoria. In Victoria, PICs commence with the prefix '3' and are in the format '3ABCD123'. There is no charge to apply for a PIC.

All properties on which cattle, sheep, goats, pigs, horses, poultry, camels, alpaca, llama or deer are kept must have a PIC. This includes where these livestock are kept as pets. For the purposes of allocating PICs, a property is defined as a parcel of land, consisting of one or more blocks within the one locality, operating as part of a livestock enterprise.

- **Apply** online at www.agriculture.vic.gov.au/pic . You can also use the online service to update your existing PIC details if they have changed.
- Download an application form by visiting www.agriculture.vic.gov.au/pic.
- Contact Agriculture Victoria's NLIS Helpline during office hours on 1800 678 779 to have a form mailed or emailed to you.
- For more information visit www.agriculture.vic.gov.au