



WHAT IS MICROCHIP IDENTIFICATION?

Microchip identification involves injecting a small, polymer-coated device under the skin or in the muscle of animals. It is about one centimeter long, and the diameter of a pencil lead. The chip can be scanned to detect a nine-digit number that identifies the pet. Once the number is read, a phone call provides the information needed to contact the owner and reunite a lost pet.

IS THIS NEW TECHNOLOGY?

Microchip technology has been available in the U.S. since 1979. It wasn't until 1990 that it was made available to the public by four different companies. With several chips on the market, the product got a cool reception because people feared imbedding a chip that would someday be obsolete or unreadable. These concerns were addressed in 1994 at a meeting of pet associations and the companies providing microchip systems. The result was a commitment to develop and provide to individuals, public and private agencies a scanner that would read all chips that had ever been used or would be used to identify pets. The AVID company already provides a reader used by many animal control facilities that will read 3 of the 4 chips available.

IS MICROCHIPPING SAFE FOR THE ANIMAL?

The AVID company has issued over two million microchip identification tags to date. Similar to other injections, there may be minor discomfort at the injection site for a short time. The outside of the chip is made of biocompatible material specifically designed for this application. There is almost no chance that the body will become allergic or try to reject the chip when it is properly implanted.

HOW WILL MY PETS BENEFIT FROM THIS TECHNOLOGY?

This tiny chip provides permanent, positive identification which cannot be lost, altered or intentionally removed. This is a safe, simple and inexpensive way to protect your pet against loss or theft. Over 1,600 veterinarians and hundreds of animal control facilities use microchip scanners to identify stray and lost pets. With the recent cooperative effort among companies to provide universal scanners, use of the technology is bound to increase in research facilities, shelters, breed associations, animal control agencies, and private citizens.