



CCIA ANNOUNCES NEW BOARD OF DIRECTORS

FOR IMMEDIATE RELEASE

April 12, 2011

Calgary, AB – The Canadian Cattle Identification Agency held its Annual General Meeting April 7, 2011 in Calgary in conjunction with their spring board meetings.

At these meetings the 2011 CCIA Executive Committee members were elected. Darcy Eddleston was re-elected as Chair, Dr. Pat Burrage, CVMA was elected Vice Chair, Terry Kremeniuk, CBA was elected as Finance and Audit Chair and Dan Darling, CCA and Mark Elford, SSGA were elected as Directors at Large.

Rick Wright, LMAC was acknowledged for his valuable leadership and time spent on the Executive Committee. Wright remains an integral participant at the Board level and on several CCIA committees and well as the National Applied Research Project.

The Board of Directors also saw a few changes this year. Jack de Boer, representing the Alberta Cattle Feeders Association departed and was replaced on the board by Duncan Mackey. Steve Primrose, representing the Canadian Livestock Dealers Association concluded his board service and was replaced by James MacLean. Additionally, Bob Lowe joined the Board as the representative for the Alberta Beef Producers. Chair Eddleston welcomed the new Board members noting the depth of knowledge and experience this group of Directors will bring to the Agency.

All Board members congratulated Jack and Steve on their years of dedication and service as board members for CCIA and wished them well. de Boer served as an active participant on the Board and on committees for 5 years. Chair Eddleston presented Steve Primrose with a bronze statue to acknowledge the exceptional contribution he has made in the past 11 years moving traceability forward in Canada. Primrose contributed to the CCIA Board as Chair, Past Chair and an active member on a number of CCIA and government committees. Primrose will continue to work on some select committees for CCIA that have projects in progress.

At these meetings the membership agreed to expand the board participants to include the Canadian Sheep Federation with Daniel Dion attending the meetings as their representative. This move is consistent with the desire of the Board to be inclusive of the priority species currently involved in traceability with the CCIA. Beef, dairy, bison and sheep are now represented on the Board.

The Board of Directors extended Associate Membership to the Canadian Beef Breeds Council (CBBC). This arrangement will provide the CBBC with associate status at the board meetings, allowing them to contribute to advancing the traceability work undertaken by CCIA. Chair Eddleston welcomes them to the meetings and looks forward to their participation in future events.

The Annual General Meeting provided attendees with a recap of the Agencies activities and accomplishments in the past year. Committee Chairs and Project leaders discussed their progress in a number of areas ranging from technical issues, retention project initiatives to Age Verification and CIP (Cattle Implementation Plan). Finance and Audit Chair Terry Kremenik also reviewed the results of the external auditors report. Government representatives spoke on their current and past initiatives and what they saw on the horizon for 2011 working with CCIA on a number of traceability fronts.



2011 Canadian Cattle Identification Agency Board of Directors

Left to right back row: James MacLean, CLDA; Rick Wright, LMAC; Art Devick, BCCA; Bob Gordanier, OCA; Ron Versteeg, DFC; Glenn Olexson, CMC; Martin Rossman, CCA; Bob Lowe, ABP; Pat Hayes, CCA. Left to right seated: John Tilley, PEI, NB, NS Cattle Producers; Dr. Pat Burrage, CVMA (Vice Chair); Duncan Mackey, ACFA; Dan Darling, CCA (Director at Large); Darcy Eddleston, (Chair); Terry Kremenik, CBA (Finance Chair); Theresa Zuk, MBP; Mark Elford, SSGA (Director at Large). Missing from photo: Daniel Dion, CSF; Gib Drury, FPBQ and Dave Kasko, CMC.

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About CCIA

The Canadian Cattle Identification Agency is an industry initiated and established organization that manages the Canadian Livestock Tracking System (CLTS) - a trace back system designed for the containment and eradication of animal disease. Established in 1998, CCIA has developed the only mandatory national cattle identification program for the cattle industry and works with the Canadian Food Inspection Agency to ensure the food safety of the Canadian cattle industry.