



## **CCIA ADJUSTS CALL CENTRE HOURS**

### **FOR IMMEDIATE RELEASE**

Nov. 23, 2010

**Calgary, AB** – The Canadian Cattle Identification Agency (CCIA) has adjusted call centre customer service hours effective Monday, Nov. 22, 2010 due to a low volume of calls.

**The new call centre hours will be Monday to Friday from 7 a.m. to 6 p.m. MST.**

**Customer support for the Canadian Livestock Tracking System (CLTS) can be accessed by phone at 1-877-909-BEEF (2333).**

“As we strive to make the CLTS experience more convenient for producers and the industry, we are constantly evaluating each initiative to ensure we are providing value to our clients,” says Brian Caney, general manager for CCIA. “Due to the call volumes during the extended hours, we have adjusted our hours to respond to present demand.”

CCIA also recently added CLTS upgrades including: CLTS Lite, CLTS MOBO, a new resource centre and a French version of the database. Visit [www.canadaid.ca](http://www.canadaid.ca) to learn more about the enhanced services.

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### **For more information:**

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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 identification program for the cattle industry and works with the Canadian Food Inspection Agency to ensure the food safety of the Canadian cattle industry.