



CCIA BOARD OF DIRECTORS ELECTS NEW CHAIR

FOR IMMEDIATE RELEASE

April 14, 2010

Calgary, AB – The Canadian Cattle Identification Agency (CCIA) is pleased to announce Darcy Eddleston as the new chair of the national agency. The board of directors elected Darcy during their annual general meeting held April 8, 2010 in Calgary. Having completed a three-year term as the chair, Steve Primrose will stay on for another year serving as past chair, offering guidance and mentorship.

"I have had the pleasure of not only working with Darcy over the past two years at the executive and board level, but have worked with Darcy on the Alberta Beef Producers board in previous years. I am very confident that Darcy has the ability to continue to lead the board, industry and government forward on the traceability file," says Steve Primrose, past chair of CCIA.

Darcy has served on the CCIA board for two years as director at large. He has spent six years as a delegate for Alberta Beef Producers (ABP), and has served as director of ABP for the past three years. Darcy is a fourth generation farmer from the Paradise Valley area and is a busy father of four running between his kids' 4-H and sporting events. In the fall of 2009, he was elected chairman of the board of trustees of Buffalo Trail Public Schools, where he has been an active member for the past five years and formerly served two years as the vice chairman.

Darcy is honored to be elected chair of the CCIA. "I'm grateful to be given the opportunity to represent such a forward-thinking organization made up of producers from a variety of associations across the country, all working towards the same goal of moving forward on traceability," says Eddleston.

Darcy will be joined on the executive committee by: Steve Primrose, past chair; Rick Wright, vice chair; Terry Kremeniuk, finance chair; Dan Darling, director at large and Dr. Pat Burrage, director at large.

The CCIA would also like to welcome the following new directors appointed to the board: Jamie Whalen representing Atlantic Canada, Martin Rossmann for the Canadian Cattlemen's Association, Theresa Zuk representing the Manitoba Cattle Producers Association, and Glenn Olexson and Dave Kasko for the Canadian Meat Council.

The CCIA's annual general meeting brings together industry and government representatives from across the country to discuss and determine traceability initiatives for the beef industry.

- 30 -

For more information:

Danielle Oberle

Communications Manager

Phone: (403) 476-1984

Cell: (403) 703-5575

Email: doberle@canadaid.ca

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.