



CANADIAN CATTLE IDENTIFICATION AGENCY ANNOUNCES NEW BOARD OF DIRECTORS

FOR IMMEDIATE RELEASE

May 3, 2013

Calgary, A.B. – The [Canadian Cattle Identification Agency](#) (CCIA) is pleased to announce its board of directors and executive committee for 2013/2014, elected at CCIA's Annual General Meeting and board meeting April 11-12, 2013 in Calgary.

The Canadian Cattle Identification Agency Board of Directors consists of 19 individuals appointed by member organizations as outlined in CCIA's bylaws. The board oversees the planning process and provides input, guidance and validation, and evaluates plans and financial performance. The board supports strategic initiatives through direct leadership of these initiatives, which are reviewed throughout the year. The board members elect an executive committee at the first meeting following the annual general meeting each year. The executive committee includes the chair, vice chair, finance and audit committee chair, and two directors at large. Along with CCIA's general manager Brian Caney, the executive committee assists the board in carrying out the policies established by the board of directors. The roles and responsibilities of the chair, board members, general manager and committees are set out in written profiles and charters.

The corporation has a risk management process designed to identify potential events that may affect business operations. The board ensures appropriate authorities and controls are in place, and risks are properly managed to ensure the board is fully aware of CCIA affairs. The board meets a minimum of quarterly. CCIA management meets with the board at these meetings; although, time is reserved for the board to meet without management present. The board assesses its performance regularly with the goal to improve and maintain sound governance practices. Gaps in skills are addressed through new board member appointments, training and hiring outside experts as required.

This year, Canadian Veterinary Medical Association representative Pat Burrage, BSc., DVM, was elected as Chair. Dairy Farmers of Canada representative Ron Versteeg was elected as Vice Chair. Canadian Bison Association representative Terry Kremeniuk was re-elected as Finance and Audit Committee Chair. Saskatchewan Stock Growers Association's Mark Elford was re-elected as Director at Large; and Livestock Markets Association of Canada representative Rick Wright assumes the second role of Director at Large.

Canadian Cattle Identification Agency and its board of directors congratulate Ontario Cattlemen's Association representative Bob Gordanier and British Columbia Cattlemen's Association representative Art Devick for their combined years of dedication and service to CCIA, and wish them well in their future endeavours. Recognizing these exiting board members have guided CCIA through many accomplishments in support of industry objectives, CCIA and stakeholders are excited to work together with a new board to advance traceability in Canada in 2013 and beyond.

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About Canadian Cattle Identification Agency:

The [Canadian Cattle Identification Agency](#) (CCIA) is a not-for-profit, industry-initiated and led organization incorporated to establish a national beef and dairy cattle, bison and sheep identification program to support efficient trace back and containment of serious animal health and food safety concerns in the Canadian herd. The agency is led by a board of directors made up of representatives from all sectors of the livestock industry, and it manages the [Canadian Livestock Tracking System](#) (CLTS) database, which is a trace-back system that maintains Radio Frequency Identification (RFID) tag information. The CLTS allows producers to record tag information pertaining to the three pillars of traceability (i.e., animal identification, premises identification and movement), as well as value-added information (e.g., age verification).

While the Canadian Food Inspection Agency (CFIA) provides full regulatory enforcement for animal identification, as defined in the Health of Animals Regulations, CCIA administers the identification program for beef and dairy cattle, bison and sheep. All herd of origin information associated with each tag number is maintained within the CLTS database.

CCIA Board of Directors 2013/2014:	
Member Organization	Representative
Alberta Beef Producers	Bob Lowe
Alberta Cattle Feeders' Association	Lyle Miller
British Columbia Cattlemen's Association	Larry Garrett
Canadian Bison Association	Terry Kremeniuk, Finance and Audit Chair*
Canadian Cattlemen's Association	Pat Hayes
Canadian Cattlemen's Association	Martin Rossmann
Canadian Cattlemen's Association	Reg Schellenberg
Canadian Livestock Dealer's Association	James MacLean
Canadian Meat Council	Dan Gillis
Canadian Meat Council	Brian Read
Canadian Sheep Federation	Bill Gibson
Canadian Veterinary Medical Association	Pat Burrage, BSc., DVM, Chair*
Dairy Farmers of Canada	Ron Versteeg, Vice Chair*
Fédération des producteurs de bovins du Québec	Gib Drury
Livestock Markets Association of Canada	Rick Wright, Director at Large*
Manitoba Beef Producers	Theresa Zuk
Maritime Beef Council	John Tilley
Ontario Cattlemen's Association	Steve Eby
Saskatchewan Stock Growers Association	Mark Elford, Director at Large*
Canadian Beef Breeds Council	Wendy Belcher**
*CCIA Executive Committee Members	**Associate Member Organization

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