



CANADIAN CATTLE IDENTIFICATION AGENCY ANNOUNCES NEW BOARD OF DIRECTORS

FOR IMMEDIATE RELEASE

May 2, 2014

Calgary, A.B. – The [Canadian Cattle Identification Agency](#) (CCIA) is pleased to announce its board of directors and executive committee for 2014/2015, elected at CCIA's Annual General Meeting and board meeting April 10-11, 2014 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, will continue as Board Chair. Saskatchewan Stock Growers Association representative Mark Elford was elected as Vice Chair. Maritime Beef Council representative John Tilley was elected as Finance and Audit Committee Chair. Canadian Cattlemen's Association representative Pat Hayes was elected as Director at Large; and Livestock Markets Association of Canada representative Rick Wright was re-elected in the second role of Director at Large.

Canadian Cattle Identification Agency and its board of directors congratulate Dairy Farmers of Canada representative Ron Versteeg and Alberta Beef Producers representative Bob Lowe for their combined years of dedication and service to CCIA, and wish them well in their future endeavours.

CCIA and stakeholders welcome new Dairy Farmers of Canada representative Sid Atkinson and Alberta Beef Producers representative Mark Francis to CCIA's board of directors, and look forward to working together with a new board to advance traceability in 2014 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 database 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 2014/2015: | |
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| Member Organization | Representative |
| Alberta Beef Producers | Mark Francis |
| Alberta Cattle Feeders' Association | Lyle Miller |
| British Columbia Cattlemen's Association | Larry Garrett |
| Canadian Bison Association | Terry Kremeniuk |
| Canadian Cattlemen's Association | Pat Hayes, Director at Large* |
| 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 | Dave Kasko |
| Canadian Sheep Federation | Bill Gibson |
| Canadian Veterinary Medical Association | Pat Burrage, BSc., DVM, Board Chair* |
| Dairy Farmers of Canada | Sid Atkinson |
| 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, Finance and Audit Chair* |
| Beef Farmers of Ontario | Steve Eby |
| Saskatchewan Stock Growers Association | Mark Elford, Vice Chair* |
| Canadian Beef Breeds Council | Wendy Belcher** |
| *CCIA Executive Committee Members | **Associate Member Organization |

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