CANADIAN LIVESTOCK TRACKING SYSTEM GOES MOBILE

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Calgary, AB – The Canadian Cattle Identification Agency (CCIA) recently launched a mobile version of the Canadian Livestock Tracking System (CLTS) to provide producers with a method of accessing their CLTS accounts while away from home. By bringing the CLTS MOBO application directly to producers' smartphones, users can have access to data right at their fingertips in remote locations. This investment has been provided by the Government of Canada's Growing Forward program.

"As a producer, there are times it would be handy to access data in the CLTS, but a computer is not available," says Darcy Eddleston, chair for CCIA. "This feature will enable producers to pull up information whether they're in the field, at the auction mart, or in the veterinarian's office."

"There is no doubt that a strong traceability system will continue to open doors for Canadian producers here at home and around the world," says Agriculture Minister Gerry Ritz. "These new tools demonstrate a continuing commitment to high-quality Canadian farm products from farm gate to plate."

Producers will have the ability to access and pull up account information such as tag numbers, transaction numbers, animal information, premises information or birth certificates. Currently, iPhones and other smartphones that run Android 1.6 or higher support the CLTS MOBO application and the CCIA is reviewing BlackBerry compatibility for the future. Users can download and install the CLTS MOBO application by visiting the iPhone App Store or the Android Market.

In an ongoing effort to improve services and develop the system, the CCIA will continue to enhance the CLTS experience and help producers work more efficiently and effectively with the site.

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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.