

CCIA Hires New Saskatchewan Field Representative

FOR IMMEDIATE RELEASE

Jan. 5, 2011

Calgary, AB – The Canadian Cattle Identification Agency (CCIA) is proud to announce a new addition to its team of Producer Support Representatives (PSR) in Saskatchewan. Starting January 4, 2011, Kevin Smith will be joining the three existing field representatives stationed across the province. PSRs travel throughout their respective regions to increase awareness of traceability and CCIA among livestock producers to help implement voluntary traceability initiatives such as premises identification, use of Radio Frequency Identification (RFID) tag readers, management software and value-added programs such as age verification.

Kevin currently operates a mixed farming business which includes pulse/cereal crops and forage, as well as a commercial cow/calf operation outside of Regina. He brings more than 30 years of customer service experience and is looking forward to networking with producers, auction markets, industry groups and government alike. "As a producer myself, I look forward to interacting one on one with other producers to help increase awareness of CCIA programs and technologies," says Smith.

"By adding a new field representative, we have the ability to reach more producers in more locations, more often," says Brian Caney, general manager of CCIA. "This new hire will ensure that producers' questions and concerns are being addressed to the best of our abilities, and their needs are being met."

Kevin Smith will be responsible for covering the Southeastern region of Saskatchewan. Look for his schedule at the following auction markets: Heartland Livestock Services (Regina and Moose Jaw), Johnstone Auction Mart Ltd., Weyburn Livestock Exchange, and Alameda Auction Mart.

Saskatchewan's satellite office has also recently relocated to accommodate CCIA requirements. The new office is located at:

**Room 111
3830 Thatcher Avenue
Saskatoon, SK S7R 1A5**

Funding for the Saskatchewan program is provided by both the Saskatchewan and the federal government under the Growing Forward program. For more information on the Saskatchewan office or the PSRs, please contact CCIA at 1-877-909-2333 or visit the website at www.canadaid.ca.

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For more information:

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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.

PSR Contact Information:

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**Government of
Saskatchewan**

