



CCIA NAMES NEW TECHNOLOGY INVESTIGATOR

FOR IMMEDIATE RELEASE

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Calgary, AB – The Canadian Cattle Identification Agency (CCIA) is pleased to announce the appointment of Paul Laronde to the newly created role of Commodity Identification Development and Investigation Coordinator. Paul will be working with both producers and industry to establish quality assurance procedures and processes around the technology of both Radio Frequency Identification (RFID) tags and readers for the agency, as well as investigation into other emergent technologies that may provide value to industry sectors.

“We want producers to know that we have heard their concerns about the tag technology and are taking them seriously. Paul is an important addition to the organization, as he brings a wealth of knowledge on tag and reader technology to the CCIA that will be extremely beneficial to address current issues and to identify new technologies as we look to the future,” says Kerry St. Cyr, Executive Director for the CCIA.

Paul will use the newly developed CCIA tag complaint form as the foundation for his work in identifying common issues and concerns relating to RFID tags and technology. The CCIA has recently developed this new tag complaint form to detail difficulties relating to RFID tags that occur in the field and will compile that data for quality assurance purposes.

“Being involved in animal identification for over 15 years, I have experience in many facets of the identification business including: research and development, manufacturing, sales, distribution and integration,” states Paul Laronde. “I look forward to working with producers and industry as we integrate RFID systems for data collection to facilitate traceability in Canada.”

“With a dedicated resource to tagging and technology issues, the CCIA can establish a quality assurance plan and process that will allow issues to be quickly identified and dealt with in a timely manner,” concludes St. Cyr.

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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 traceability program for the cattle industry and works with the Canadian Food Inspection Agency to ensure the food safety of the Canadian cattle industry.