



CCIA Applauds Government Support for Agriculture

FOR IMMEDIATE RELEASE

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Calgary, AB – The Canadian Cattle Identification Agency (CCIA) congratulates Canada’s federal, provincial and territorial Ministers of Agriculture for their ongoing support of Canadian agriculture seen in their commitment to the traceability initiatives announced last week.

“I applaud government for investing in traceability initiatives for Canadian farmers and consumers as highlighted by the recent announcement by FPT Ministers,” says Steve Primrose, chair for CCIA and owner of Primrose Livestock Ltd. “This investment is compatible with CCIA plans for an industry led traceability system to serve the livestock and poultry sectors nationally.”

“The new Livestock Auction Traceability Initiative bodes well for CCIA initiatives on traceability and in particular the auction market research project that we are preparing for this fall,” adds Primrose. The Livestock Auction Traceability Initiative was announced by Federal Agriculture Minister, Gerry Ritz to deliver \$20 million to upgrade handling systems in facilities to keep track of individual animals in auction marts and other facilities such as community pastures.

The CCIA vision is to be the long-term partner with industry and governments in the traceability of Canadian livestock and poultry from the producer to the consumer by taking a leadership role so food safety, animal health and international trade expectations are consistently exceeded. “The Minister’s goal to achieve a national traceability system will work well for the cattle, dairy and bison industries who currently have a plan and timelines already in place,” concludes Primrose.

- 30 -

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About CCIA

The Canadian Cattle Identification Agency (CCIA) 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.