

August 4, 2010

Cattle producers benefit from support for traceability initiative

\$2.34 million grant will help provide access to Mobile Field Representatives

Edmonton... The governments of Canada and Alberta are providing more than \$2 million to the Canadian Cattle Identification Agency (CCIA) to help Alberta's beef producers with age-verification and traceability initiatives. This funding will ensure the CCIA's Mobile Field Representatives are available to support producers across the province for the next two years.

"Canadian farmers and beef producers can be proud of the safe, high-quality products they provide to families in Canada and around the world," said federal Agriculture Minister Gerry Ritz. "By investing in the work of the CCIA in Alberta, we are strengthening Canada's traceability and marketability to customers at home and abroad, helping farmers get top dollar for their premium meat products."

Mobile field representatives are stationed across Alberta and travel throughout their respective regions, networking with producers, auction markets, industry groups and government to educate and assist producers with age-verification, premises identification and livestock movement. They specialize in assisting producers with uploading information into the CCIA's Canadian Livestock Tracking System.

"The CCIA provides a valuable service to producers through their mobile field representatives and we are pleased to be a part of this initiative," said Alberta's Minister of Agriculture and Rural Development, Jack Hayden. "Traceability and age-verification are key parts of the Alberta Livestock and Meat Strategy and the work being done by CCIA mobile field representatives will help to increase industry participation and contribute to a more competitive livestock industry and improve food safety."

"The CCIA has a positive relationship with both the federal and provincial governments and has worked closely with the province to support Alberta's livestock producers for a number of years. This new agreement will strengthen these relationships and will continue to deliver support for traceability initiatives in Alberta to producers and the industry," says Darcy Eddleston, CCIA Chair.

Growing Forward is a federal-provincial-territorial initiative that better positions the agriculture industry for success. The national vision is "a profitable and innovative agriculture, agri-food and agri-products industry that seizes opportunities in responding to market demands, and contributes to the health and well-being of Canadians".

For more information on the Alberta offices or the Mobile Field Representatives, please contact the CCIA at 1-877-909-2333 (BEEF).

Backgrounder: CCIA Mobile Field Representatives by region.

Media inquiries may be directed to:

Ag Media Line

780-422-1005

To call toll-free within Alberta dial 310-0000.

Media Relations

Agriculture and Agri-Food

Canada

Ottawa, Ontario

613-773-7972

1-866 345-7972

Danielle Oberle

Communications Manager, CCIA

403-476-1984

403-703-5575 (cell)

doberle@canadaid.ca



August 4, 2010

CCIA Mobile Field Representatives by region

CCIA Mobile Field Representatives and their corresponding regions are as follows:

South Region

Lethbridge/Stavelly/Fort MacLeod:	Amberley Sparry	403-990-1371
High River:	Ryley Loeppky	403-988-1474
Brooks/Medicine Hat/Strathmore:	Sue Giles	403-988-7303

Central Region

Ponoka/Stettler/Veteran:	Nanita Bloomquist	403-988-3625
Stettler:	Sarah Tingley	403-742-7959
Innisfail/Olds/Red Deer:	Shayna Dodds	403-988-1719
Drayton Valley/Rimbey/Tofield:	Shannon Cowles	403-977-3572
Viking/Killiam:	Ashley Eckel	403-801-7217

Northeast Region

Bonneville/Lloydminster/Vermilion/Provost:	Jenni Etherington	403-988-8946
--	-------------------	--------------

Northwest Region

Clyde/Westlock:	Bernice Rennie	403-988-3473
-----------------	----------------	--------------

Peace Region

Beaver Lodge/Dawson Creek/Grande Prairie:	Amber Havens	403-988-5330
---	--------------	--------------

About CCIA

The Canadian Cattle Identification Agency, established in 1998, is an industry-initiated and established organization that manages the Canadian Livestock Tracking System – a trace-back system designed for the containment and eradication of animal disease.

- 30 -

Media inquiries may be directed to:

Ag Media Line
780-422-1005
To call toll-free within Alberta dial 310-0000.

Media Relations
Agriculture and Agri-Food
Canada
Ottawa, Ontario
613-773-7972
1-866 345-7972

Danielle Oberle
Communications Manager, CCIA
403-476-1984
403-703-5575 (cell)
doberle@canadaid.ca