

Canadian Cattle Identification Agency



CCIA NEWS

Spring 2010

www.canadaid.ca

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BOARD MEMBERS

Steve Primrose, Past Chair
Canadian Livestock Dealer's Association

Darcy Eddleston, Chair
Alberta Beef Producers

Rick Wright, Vice Chair
Livestock Marketing Association
of Canada

Terry Kremeniuk, Finance Chair
Canadian Bison Association

Dan Darling, Director at Large
Canadian Cattlemen's Association

Dr. Pat Burrage, Director at Large
Canadian Veterinary Medical Association

Jack de Boer
Alberta Cattle Feeders

Glenn Cherry
National Livestock ID for Dairy

Art Devick
British Columbia Cattlemen's Association

Gib Drury
Quebec Cattle Producers'
Federation (FPBQ)

Mark Elford
Saskatchewan Stock Growers Association

Bob Gordanier
Ontario Cattlemen's Association

Pat Hayes
Canadian Cattlemen's Association

Jamie Whalen
Atlantic Canada

Martin Rossmann
Canadian Cattlemen's Association

Theresa Zuk
Manitoba Cattle Producers Association

Glenn Olexson
Canadian Meat Council

Dave Kasko
Canadian Meat Council

DE-LISTING OF BAR-CODED TAGS



The Canadian Cattle Identification Agency (CCIA) is working closely with the federal government to align plans to move forward on traceability initiatives. As part of this collaboration, both the Canadian Food Inspection Agency (CFIA) and the CCIA have agreed on a date of July 1, 2010 for the de-listing of bar-coded identification tags for the cattle industry.

Together, the CFIA and CCIA are informing producers that as of July 1, 2010 all cattle must be tagged with an approved Radio Frequency Identification (RFID) tag prior to moving from their current location or leaving their farm of origin.

“Once again, we would like to stress the importance of implementing RFID technology to enable the cattle industry to move forward on traceability,” says Darcy Eddleston, Chair of CCIA. “The technology is required to support the reporting of animal movement, as it enables the capture of animal identification without the previously required line of sight.”

Bar-coded dangle tags have not been available for purchase since 2006 and any existing inventory cannot be applied to animals after the July 1, 2010 de-listing. Producers should NOT remove existing bar-coded tags; they should leave the bar-coded tag in the ear AND apply an RFID tag to the same animal. For disease control purposes and the continuity of tag data, producers must cross-reference the new RFID tag with the existing bar-coded dangle tag in the Canadian Livestock Tracking System (CLTS). Cross-referencing the data in the CLTS will ensure that all of the events uploaded by the producer against the tag and the history of the animal are not lost.

The CFIA is responsible for enforcing the identification requirements in Canada as per the *Health of Animals Regulations*. Violations of any requirements may result in disciplinary action such as fines or prosecution.

To cross-reference your tags or for more information, contact the CCIA office at 1-877-909-BEEF (2333) www.canadaid.ca

TIP: When you buy your tags in sequence, write the tag range down in the space provided at the front of your calving booklet.

NEW SASKATCHEWAN OFFICE

CCIA has partnered with the Saskatchewan Ministry of Agriculture to open a satellite office in Saskatoon. This will help Saskatchewan livestock producers 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. Three Producer Support Representatives (PSR) have been hired to educate, support and assist cattle producers with the Canadian Livestock Tracking System (CLTS).

Meet our Saskatchewan Producer Support Representatives:



BRIAN ANDERSON
Producer Support Representative, Team Lead, Saskatoon (North Central)
 Phone: 306-717-2151
 Fax: 306-974-1668
 Email: banderson@canadaid.ca



DEE VALSTAR
Producer Support Representative, Yorkton (Southeast)
 Phone: 306-621-0508
 Fax: 1-877-427-4173
 Email: dvalstar@canadaid.ca



NICK ANDERSON
Producer Support Representative, Swift Current (Southwest)
 Phone: 306-741-4409
 Fax: 1-877-381-0721
 Email: nanderson@canadaid.ca



THANK YOU SASKATCHEWAN

The Saskatchewan PSRs would like to thank our regional auction mart managers and staff, the livestock and land specialists at the Saskatchewan Ministry of Agriculture, and the hundreds of Saskatchewan cattle producers for their tremendous support of CCIA traceability initiatives.

The auctions provided us the opportunity to communicate and assist clients with premises identification, age verification, answer questions about reader technology and respond to general inquiries pertaining to traceability.

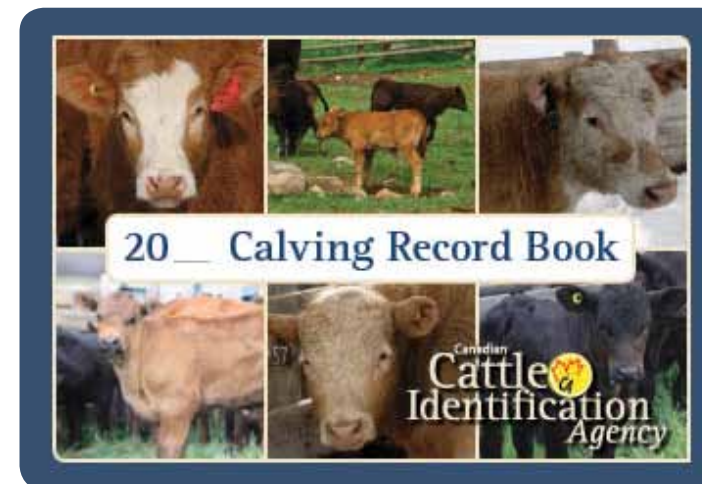
We have been privileged to work with great government staff and appreciate everyone's assistance with providing speaking opportunities and advertisements for various events throughout the province.

We feel fortunate to have met and worked with producers from across the province providing seminars, workshops and offering assistance and support with the CLTS database.

Please call the support representatives with any inquiries.

Regards,
 Brian, Dee, and Nick

EXPANSION OF SERVICES



In an ongoing effort to improve our services and meet the needs of all Canadian producers, we have implemented several new services to accommodate and support our stakeholders across Canada. In order to reach our French producers, we have

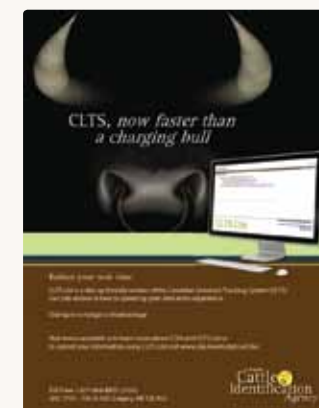
added a bilingual Customer Service Representative to the call centre. Our website has been improved to provide French and English messaging for web content and electronic versions of current print publications.

CCIA has extended call centre hours from 6:00 a.m. to 6:30 p.m. MST at 1-877-909-BEEF (2333) effective January 4, 2010.

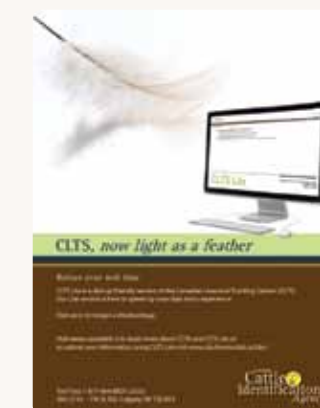
CCIA has also created a new Calving Record Book to help make record management as easy and convenient as possible for producers. Talk to your local CCIA field representative or contact the call centre to acquire this useful tool offered in French or English.

CLTS, NOW FASTER THAN A CHARGING BULL

CCIA has launched a new, quick-loading version of the Canadian Livestock Tracking System (CLTS) named CLTS Lite. This site is designed to provide all the same functionality and information to CLTS users as the original site, but without the extras that usually delay access for rural users with dial-up connections. This dial-up friendly site is stripped of all graphics and logos, allowing for a faster and lighter experience that enables users to navigate the site quicker.



CLTS Lite Advertising



CLTS home page



CLTS Lite home page



WE'VE MOVED!

The Canadian Cattle Identification Agency's head office in Calgary has relocated just down the road from the old office to a larger more accommodating premises. The move is in response to the growing number of producers using the Canadian Livestock Tracking System (CLTS) and our newly implemented expansion of services. This new location will allow for the future growth and development of the organization, and provide an improved working environment for our increasing number of employees. As the concept of traceability grows, so have our staff and responsibilities. Check out our new building at 300, 5735 - 7th St. NE, Calgary Alberta, T2E 8V3



GETTING TO KNOW CCIA BOARD MEMBERS



The CCIA is pleased to announce Darcy Eddleston as the new chair of the organization. The board of directors elected Darcy during their annual general meeting held on April 8,

2010 in Calgary. Having completed a three-year term as the chair, Steve Primrose will stay on for another year serving as past chair, offering guidance and mentorship. Darcy has served on the CCIA board for two years as director at large. He has spent six years as a delegate for Alberta Beef Producers (ABP), and has served as director of ABP for the past three years. Darcy is a fourth generation farmer from the Paradise Valley area and is a busy father of four running between his kids' 4-H and sporting events. In the fall of 2009, he was elected Chairman of the board of trustees of Buffalo Trail Public Schools, where he has been an active member for the past five years and formerly served two years as the Vice Chairman.

We would like to welcome the following new directors appointed to the board:

- Jamie Whalen** - Representing Atlantic Canada
- Martin Rossmann** - Representing the Canadian Cattlemen's Association
- Theresa Zuk** - Representing the Manitoba Cattle Producers Association
- Glenn Olexson** - Representing the Canadian Meat Council
- Dave Kasko** - Representing the Canadian Meat Council

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