



CCIA APPLAUDS FEDERAL ANNOUNCEMENT TO FUND THE LIVESTOCK AUCTION TRACEABILITY INITIATIVE

FOR IMMEDIATE RELEASE

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Calgary, AB – The Canadian Cattle Identification Agency (CCIA) applauds the federal government announcement investing in a \$20 million, three-year Livestock Auction Traceability Initiative (LATI). This funding will allow the Canadian livestock industry to take another step towards a national traceability system by improving or enhancing traceability capabilities at livestock facilities.

“This type of investment will help offset the cost of implementing traceability initiatives for the beef industry across Canada,” says Darcy Eddleston, chair of CCIA. “In turn, traceability creates increased confidence in our products and Canadian producers may have a more competitive product to sell both domestically and internationally.”

CCIA works closely with the provincial and federal governments to build a strong and credible traceability system. Traceability can ensure the protection of animal health and food safety and helps reduce response times by limiting: economic impact, environmental impact, and social impact in emergency situations such as disease outbreaks.

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