

For Immediate Release

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## Age Verification Numbers Reach Over Four Million

**Calgary, AB** - Age verifying your calves has never been easier. At least that's what the latest stats show. Since 2005, Canadian producers have submitted 4.1 million animal birth date transactions to a national animal identification and traceability database developed by the Canadian Cattle Identification Agency (CCIA).

Since the release of the Canadian Livestock Tracking System (CLTS), a database enhancement launched by the CCIA on January 5, 2006, nearly two million of the 4.1 million birth date submissions have taken place, and the numbers continue to grow. Already between January and April 2007, the CCIA has recorded a 59% increase in producer's activity on the CLTS as compared to 2006.

Steve Primrose, CCIA Board Chairman, is thrilled with the success of the program. **“Without the continued contribution and support of producers, international export markets would not have opened their borders to us at all,”** Primrose says. **“When producers age verify their cattle, they are investing in the future success of their industry. Producers need to make the right choice and age verify. It's the right thing to do.”**

For many of Canada's international trading partners, providing birth date information is a pre-requisite for export. By accurately recording and submitting birth date information to the CLTS, producers are increasing potential access to domestic and international markets, and building on the credibility and value of the world's leading animal identification and traceability program.

Age Verification is a voluntary, free of charge program and is offered to producers across Canada. Producers who do not have internet access can assign a Third-Party user to submit information on their behalf. For more information on Age Verification, please call the CCIA Office at 1-877-909-2333 or visit [www.canadaid.ca](http://www.canadaid.ca).

The CCIA is an industry led non-profit organization established to ensure accurate animal identification and efficient animal disease and food safety trace back.

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