



MEDIA RELEASE

CCIA Age Verification Reaches 2 Million Birthdates

For immediate release April 25, 2006- The Canadian Cattle Identification Agency's (CCIA) Age Verification Website continues to see a dramatic increase in participation. As of April 24, 2006, over 2 Million birthdates have been entered into the system.

Nadine Meade, Project Manager of Database Enhancements, is thrilled with the continued support from producers across Canada. "Canadian producers have shown that they are ready to market their cattle as Age Verified and ensure we meet the demands of our international customers."

The CCIA has seen a dramatic increase in the amount of birthdates submitted since the website became available in 2005. "The biggest increase occurred in December when the Japanese border opened and the numbers have continued since that time", Meade added.

Age Verification is free of charge and offered to producers across Canada. Producers who do not have internet access can assign a third party user to submit information on their behalf. To submit birthdates, please visit 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 traceback.

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