



The Road Travelled in 2010





A strong and credible traceability program will assist to ensure Canada remains a leading agricultural producer and marketer of beef domestically and internationally.

ABOUT US

The Canadian Cattle Identification Agency (CCIA) is a non-profit, industry-initiated organization. It was established in 1998 to create a national cattle identification program that promotes beef consumption through efficient trace backs as well as to contain serious animal health and food safety concerns in the Canadian cattle herd. The agency is led by a Board of Directors made up of representatives from all sectors of the cattle industry from coast to coast. CCIA's work with the Canadian Food Inspection Agency (CFIA) helps to ensure the Canadian cattle, and other sectors with whom we work, are producing safe, top-quality food.



Our History

1998 – The Canadian Cattle Identification Agency is incorporated.

2001 – The Canadian Cattle Identification Program is implemented. All cattle in Canada are to be ear tagged with a CCIA approved tag by the time they leave their herd of origin.

2002 – Monetary penalties begin for untagged cattle. The CFIA enforces penalties under authority of the federal government.

2004 – Canadian Producers can register and submit information such as birth dates on a voluntary basis.

2006 – Launch of the Canadian Livestock Tracking System (CLTS), CCIA's database.

2006 – CCIA recommends Radio Frequency Identification (RFID) tags to be used in place of bar-coded tags for all cattle permanently leaving the herd of origin.

2008 – CCIA expands the use of value-added protocols enhancing the ability to track external production and animal health protocols.

2010 – Bar-coded dangle tags are de-listed. RFID tags are mandatory nation wide.

2010 – CCIA implements a bilingual CLTS.

Today CCIA is committed to ensuring all program components meet and exceed domestic and international requirements.



REPORT FROM THE GENERAL MANAGER

I think it is safe to say 2010 was another year of significant change and progress at CCIA. The pace of business and government seemingly moves forward with increased speed and we at CCIA are not immune to the challenges of staying on top of and adapting to the changing landscape of traceability in Canada.

2010 saw us maintaining relationships while continually building new ones with many of our industry and government partners. Through our collaborative work with the CCA, we completed the first phase of developing communication capabilities between BIXS and the Canadian Livestock Tracking System (CLTS). Our partnership with Alberta allowed us to further develop the CLTS to accept ARD premises identification numbers.

Our collaborative relationship with the Alberta and Saskatchewan governments was amply demonstrated by the great work done in the field by the Mobile Field Representatives in Alberta and the Producer Support Representatives in Saskatchewan. These employees continue to provide great service and CLTS support to producers, feedlots and auction markets assisting with a wide range of traceability initiatives and providing invaluable information regarding best traceability practices.

Midway through 2010 we began Phase Two of the National Applied Research Project to assess functional business systems and processes at auction markets and buying stations that would automate the reading of tag numbers and the uploading of data into the CLTS. The project continues to be managed by project manager, Donna Henuset and overseen by CCIA director Rick Wright and other members of the Steering Committee.

Internally, CCIA recognized the need to improve our IT systems and business processes; therefore an extensive architectural upgrade project led by Bilal Kabalan, IT manager was initiated. In our efforts to continually improve producer services, CCIA created several new CLTS tools including a quick-loading version of the CLTS named CLTS Lite, MOBO a mobile application that gives producers the ability to access their accounts from their Smartphone and a new resource centre to help simplify the users CLTS experience. 2010 also saw the office in Calgary move to a more efficient and useful location with improved meeting facilities.

CCIA continues to look at tag distribution as an opportunity to deliver enhanced data integrity within the CLTS and as a result, CCIA commissioned a project consisting of a survey and focus groups to explore distribution options and concepts with a broad range of producers groups. Stay tuned in 2011 as we continue to assess these options and models.

2010 was a challenging year financially for CCIA. Changes in operational procedures and project management initiated in 2010 will bear fruit for us moving forward as we put strategies in place to improve results while continuing to contribute to the development of traceability in Canada.

Once again in 2010, we must recognize the crucial role of our government partners both federally and provincially in advancing the traceability file. Their belief in CCIA and our role, demonstrated through their continued grant funding, is appreciated and essential as we all strive towards a world class traceability system in Canada.

I would like to personally thank all the management, staff, executive and board members for their patience and understanding as I assumed the role of general manager this year. The executive and board members generously offered their advice and knowledge while the staff continued their dedication and hard work for the agency.

Sincerely,



Brian Caney



REPORT FROM THE CHAIR

It has been yet another busy year for CCIA board members and staff, filled with innovative changes, progress and growth. In August, the board and staff welcomed Brian Caney as CCIA's new general manager. Brian has an extensive background in the food retail industry and brings a unique perspective of traceability from the other side of the food supply chain that we are less familiar with.

CCIA continues to go through a metamorphosis of sorts. We began as a cattle identification agency but as the other two pillars of traceability, premises identification and movement, become more of a staple within our industry, our board feels very strongly that our producer led organization oversees traceability in Canada for the beef industry. Although CCIA derives a large portion of its income from the sale of RFID tags, funding is a challenge we face on a daily basis. In recent years, cattle numbers have declined, and as a result we are receiving fewer dollars at a time when there is a greater demand for our resources and services.

As we continually look for ways to streamline our processes, we have partnered in several joint ventures with other industry organizations. Whether it is working with ATQ on information sharing or with CCA and their BIXS program, we continue to look for ways to improve value to producers while keeping costs down, which proves to be a difficult task.

Over the past year, CCIA focused on improving three main areas: data integrity; research; and in partnership with CFIA, traceability regulations. As we collect more data and rely more heavily on this information each day, it is critical that we can ensure that all information is accurate. As a result, CCIA is continually looking for ways to improve and enhance CLTS services and functions.

CCIA also put a great deal of emphasis on research this past year with the commencement of Phase Two of the National Applied Research Project. The findings from this project will provide us with information to make recommendations to governments with regard to movement reporting in Canada at an auction market level. We also continue to work closely with tag manufacturers to help improve tag retention in the Canadian cattle herd.

Finally, CCIA and CFIA spent a large portion of time and energy on traceability regulations. The federal government is in the process of writing new traceability regulations for the Health of Animals Act as well as re-writing the Act itself. CCIA and industry organizations have been working with the CFIA on developing legislation and regulations that meet everyone's needs involved including government, producers, and the cattle industry.

I would like to take this opportunity to thank CCIA staff for their hard work, dedication and service to the cattle industry. I personally want to thank the board and especially the executive for their assistance and guidance over the past year as I took the position of chair. They stepped forward to guide me and lightened my load despite the many issues that came our way. It appears that the cattle market is on positive upturn and a strong traceability system can only make us a stronger industry.

Until next year,

A handwritten signature in black ink that reads "Darcy Eddleston". The signature is stylized and cursive.

Darcy Eddleston

TRACEABILITY

Canada's federal, provincial and territorial Ministers of Agriculture announced that a mandatory, comprehensive, national system for livestock will be in place by 2011. The purpose of implementing a traceability system is to ensure the protection of animal health, public health and food safety. This can help improve response times in emergency situations such as disease outbreak, fires or floods, thereby limiting economic, environmental and social impacts. Traceability provides the means to increase market share for domestic and international markets by creating confidence in Canadian beef products. A strong and credible traceability program will assist to ensure that Canada remains a leading producer and marketer of beef with a stable demand for products at home.

What is traceability?

The Canadian Food Inspection Agency (CFIA) states that livestock traceability is the ability to follow cattle from one point in the supply chain to the other, whether backwards or forwards. Livestock traceability systems are based upon three pillars:

1. **Animal identification** – a CCIA approved tag with a unique identification number is applied to each animal.
2. **Premises identification** – the assignment of a randomly generated, unique identification number to a physical land location.
3. **Animal movement** – to record the movement of the animal identification number with a specific location and time.

The Canadian Cattle Identification Agency (CCIA) is not alone in the pursuit of a full traceability system in Canada. Many are striving towards the same objective and as a result work together to achieve this mutually beneficial goal.

The Canadian Cattlemen's Association (CCA) is the national "voice" of the Canadian beef industry and assembled a traceability taskforce in 2010 to ensure the beef cattle industry advances a unified position and policy on the implementation of traceability. CCIA continues to work with CCA and other industry stakeholders in providing feedback to government on proposals for legislative and regulatory changes for traceability.

The Cattle Implementation Plan (CIP) is a working group made up of industry and government proposing a phased-in approach to a full traceability system. CIP will address and recommend actions around movement data collection, age verification and tag retention which are all pertinent issues with the industry today. This committee continues to meet and engage all industry stakeholders in a manner to deliver a comprehensive and practical implementation plan for traceability to the industry.

CCIA continues to work on the National Applied Research Project, testing systems to ensure Radio Frequency Identification (RFID) technologies can work efficiently at auction markets and buying stations across Canada. Challenges such as software integration, readability fluctuations and equipment integrity have made this phase of the project a significant and important step in determining the real world challenges that must be addressed to have a robust traceability system.

Through collaborative activities with industry and governments, CCIA is moving towards animal movement tracking through the completion of premises identification and continuing to assist producers with value added initiatives such as age verification. Thanks to strong partnerships and alliances, CCIA is better positioned to manage full traceability in the future.

OUR BUSINESS

CCIA administers an efficient and internationally recognized animal identification program under the *Health of Animals Act*. The core of the animal identification program is the regulatory requirement which ensures all cattle are tagged with an approved RFID tag before leaving the herd of origin. The tag number is then reported to CCIA's database, the Canadian Livestock Tracking System (CLTS) and is maintained to the point of carcass inspection or export.

The CLTS is a trace back system managed and administered by CCIA, designed for the containment and eradication of disease. It allows producers to record tag information pertaining to the three pillars of traceability (animal identification, premises identification, and movement) as well as value-added information such as age verification.

The cattle identification program is administered by the CCIA and enforced by the CFIA under the *Health of Animals Act*

Our growth

As the concept of traceability grows, so has the demand on CCIA's services and resources. In 2010, CCIA's head office relocated to a new location in response to the growing number of producers using the CLTS due to the expansion of services. This location allows for the future growth and development of the organization and provides an improved working environment and meeting space.

CCIA also opened a satellite office in Saskatoon in January of 2010. With additional resources throughout Saskatchewan, CCIA is able to help more producers in all regions of the province, providing support for the CLTS and information on voluntary traceability initiatives.

Producer Support

As a national organization, CCIA strives to meet the needs of all Canadian producers by providing the tools and services necessary to efficiently use the CLTS. The organization employs staff on the phone, in the field, and on site at industry events to assist producers at their convenience. A wide array of useful marketing and communications materials are also available in French and English for the benefit and support of the producer including: brochures; how to sheets; calving booklets; newsletters; and manuals.

The Call Centre

CCIA's Client Support Representatives (CSR) in the national call centre offer guidance and assistance to help clients use the CLTS database and answer any questions or concerns they may have regarding CCIA programs or services. CSRs are available Monday to Friday toll-free at 1-877-909-BEEF (2333).

Mobile Field Representatives

CCIA employs 10 field representatives stationed across the province of Alberta who travel throughout their respective regions networking with producers, auction markets, industry groups and government providing education and support. They also specialize in assisting producers with their CLTS requests.

Producer Support Representatives

CCIA employs four field representatives stationed across the province of Saskatchewan who travel throughout their particular regions to increase awareness of CCIA programs for producers and industry and assist with voluntary traceability initiatives.





2010 HIGHLIGHTS AT A GLANCE

The Canadian Cattle Identification Agency remained committed to internal and technological restructuring to better serve the needs of our commodity stakeholders

In April of 2010, the CCIA Board of Directors elected Darcy Eddleston as the new chair at the annual general meeting.

In August of 2010, the Board of Directors hired Brian Caney for the position of general manager of the organization.

Phase One of the National Applied Research Project completed. A report detailing the findings is available at www.canadaid.ca. Phase Two began in August of 2010.

CCIA and CFIA announced the de-listing bar-coded dangle tags. All cattle in Canada must now be tagged with an approved RFID tag.

The governments of Canada and Saskatchewan provided more than \$1 million to help CCIA open a new satellite office in Saskatoon and employ three field representatives across the province.

The IT group launched several CLTS support upgrades including: CLTS Lite, CLTS MOBO, and the new Resource Centre.

CCIA continues its transition into a fully bilingual national organization by launching a French CLTS database.

CCIA and Alberta Agriculture and Rural Development (ARD) created an integrated premises identification system.

CCIA partnered with the Canadian Cattlemen's Association (CCA) to develop data interchange capabilities between the CLTS and CCA's Beef InfoXchange System (BIXS).

CCIA undertakes a review of the tag distribution system including commissioning a Stakeholders Consultation Report.

NATIONAL APPLIED RESEARCH PROJECT

Having completed Phase One of the National Applied Research Project in partnership with the Livestock Markets Association of Canada (LMAC) in June 2010, CCIA commenced Phase Two in August 2010. Funding for both Phase One and Two is provided by the Government of Canada through the Canadian Integrated Food Safety Initiative under Growing Forward. Phase One of the research project evaluated the ability of existing technology at auction markets to collect RFID tag data and report to the CLTS. Phase Two adds three new buying stations and assembly yards in addition to the 10 auction markets in Phase One, and will evaluate multiple RFID systems at each of these locations across Canada.

“The research results from Phase One were very positive. It was demonstrated that RFID readers in auction markets do not have a significant impact on the speed of commerce or business process if placed in the right location that is fully aligned with process flow. As a result, Phase Two is moving forward to test the integration of the RFID readers with business software to create an automated RFID system.”

Donna Henuset, Project Manager for CCIA

Traceability for the cattle sector in the Canadian marketplace requires the capture and transfer of RFID tag data from cattle to CCIA’s database through the use of electronic readers at each movement site. The technology processes must meet the needs of auction markets, assembly yards and buying stations by not impeding speed of commerce or causing additional stress for the livestock.



Cattlex – Hamiota, MB

Phase Two will evaluate the implementation of commercial software to link the RFID hardware with the existing business software. The project further evaluates if there is any benefit to the test sites with the software integration. The RFID reader technology was updated in some of the markets to evaluate the benefit of a fully automated system intended to increase read accuracy.

CCIA will prepare a business case that identifies issues, opportunities, costs and performance to evaluate the impact of fully automated RFID systems by the second quarter of 2011. This report will identify the most efficient manner in which government can support industry on the adoption of animal movement at an auction market level.

“A strong and comprehensive national traceability system is a win-win for Canadian producers, the value chain, and consumers,” said Agriculture Minister Gerry Ritz. “The Canadian Cattle Identification Agency is helping to develop a world-class traceability system for livestock that will be instrumental in opening new markets for Canada’s safe and high-quality food.”

TAGS & TECHNOLOGY

Tags

There are six approved RFID tags produced by five manufacturers for the Canadian Cattle Identification Program. The manufacturers imbed a unique CCIA identification number into each tag that follows the International Organization for Standardization (ISO) code structure.



Allflex HDX



Allflex FDX



Destron



Ketchum/Reyflex



Y-Tag



Zee Tags

CCIA Tag and Technology manager, Paul Laronde continues to research issues with tag technology and retention to provide technical expertise on tag and reader technologies. Paul brings over 16 years of technical and management experience to the organization. He reviews and improves the quality assurance procedures and processes for tags and readers as well as investigates emerging technologies that may benefit the livestock industry.

“CCIA has been working with manufacturers to improve tag quality and retention. We hope that the new designs will significantly improve tag retention for producers, saving them time and money.”

Paul Laronde, Tag and Technology manager for CCIA

In 2009, CCIA posted the Tag Complaint Form (available at www.canadaid.ca) to collect facts around all tag related issues. This form is the starting point for investigations that can hopefully lead to solutions.

In 2010, approximately 25 Tag Complaint Forms were submitted to CCIA. Tag retention continued to be the number one issue documented by cattle producers. Other issues concerning producers were the cost of tags, availability of tags, and plastic failure, which is directly related to tag retention. Tag retention is most successful when producers use the tags and application tools correctly, use best management practices, proper equipment, and of course common sense.

CCIA is working in conjunction with CFIA and ATQ to examine and review current tag standards, test procedures, test lab credentials, and the tag approval process. Current test standards include testing tags at extreme temperatures of -35 C and +40 C to ensure plastic and joining mechanisms do not fail under severe conditions including extreme cold and heat. To determine how well a tag will stay in an ear, CCIA carries out field trials. All tags require a 99 per cent retention rate within the test period to be recommended for approval by CCIA. Higher standards and more transparent testing procedures will ensure better quality tags for the mandatory CCIA program. All approved CCIA tags must meet the International Committee for Animal Recording (ICAR) standards.

Paul has been working on an updated approved tag reader list to include newly approved and improved readers. The purpose and focus of the updated list is to ensure compliance with Industry Canada standards as they are the regulatory body for radio frequency devices in Canada as well as Readers must comply with electrical safety standards.

CLTS Resource Centre (CRC)

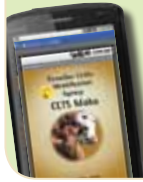
Simplify your CLTS experience with the *NEW* Resource Centre

Get online user support with:

- Online user guide
- Templates
- Tools for information upload
- FAQs



CLTS is Now Mobile *Access data in the palm of your hand with CLTS MOBO*



Access information such as:

- Tag numbers
- Transaction numbers
- Animal information
- Premises information
- Birth certificates

Compatible with iPhones or other smartphones that run iOS 7.0 or later.



INFORMATION TECHNOLOGY

The IT group is constantly striving towards enhancing and advancing the CLTS experience in order to support producers with traceability initiatives.

IT strives to continually understand and support the CCIA user community by enhancing IT services and improving the functionality of the CLTS

2010 was a progressive year for the IT group. The majority of time was focused on providing innovative solutions for the Canadian cattle industry and the CLTS. The architectural upgrade and development initiatives carried out delivered key milestones for the CLTS such as:

The Resource Centre – The objective of this initiative was to provide an online resource centre where the user community has the necessary tools to accomplish their day-to-day animal identification requirements. The resource centre offers one convenient location for all user information including an online user guide, templates, frequently asked questions, current news, links and feedback channels.

CLTS Lite – This is a dial-up friendly version of the CLTS without graphics and logos. It provides the user community a faster and lighter data entry experience while maintaining the same functionality as the original database.

CLTS MOBO – This mobile application provides users convenient 'on-the-go' access to their CLTS accounts. They now have the ability to view account information such as tag numbers, animal information, premises information or birth certificates directly from their Smartphone.

Bilingual CLTS – A French version of the CLTS was implemented to continue the transition into a fully bilingual, national organization.

Other IT business included working with Alberta Agriculture and Rural Development on integrating a premises identification system. IT has also been collaborating with the federal government on initiatives such as improving data integrity within the CCIA system. Funding was provided by the Government of Canada through the Canadian Integrated Food Safety Initiative under Growing Forward.

PARTNERSHIPS

The Canadian Cattle Identification Agency (CCIA) plans to be a long-term partner with industry and governments in the traceability of Canadian livestock. Our traceability leadership will ensure food safety, animal health and international trade expectations are consistently exceeded while protecting Canada's reputation as a leading supplier of safe food.

CCIA, industry and governments are working together to develop and attain achievable timelines to provide a sustainable system for the future

CCIA collaborates with an extensive and diverse number of groups. Establishing significant and ongoing relationships with industry and both federal and provincial governments' helps build the framework to develop and enhance the traceability system in Canada.

CCIA continues to work closely with the provinces as demonstrated by their partnership with ARD. The Alberta government continues to provide support and funding to ensure CCIA's Mobile Field Representatives can remain available to support producers across the province for several years. CCIA also works with the government of Saskatchewan deploying Producer Support Representatives to deliver traceability support, education and awareness initiatives throughout the province.

CCIA continues to work in conjunction with CCA, collaborating on policy issues related to traceability and to help add value back to the primary producer using programs such as the Beef InfoXchange System (BIXS). This information sharing program enables BIXS participants to benchmark and compare their production management system by recording and sharing herd management information up and down the production chain.

"As a founding member, the CCA led the initial process to create the CCIA. Today, we work in partnership with the CCIA on many important traceability initiatives. Included here is BIXS, a system designed to capture and exchange data linked to an individual animal's CCIA tag across the beef chain. In my view, BIXS has the potential to provide incredible value to the long-term competitiveness of the Canadian cattle industry."

Dennis Laycraft, Executive Vice President, CCA

CCIA works closely with the Industry Government Advisory Committee (IGAC) with the mutual goal to make Canada a world leader in livestock traceability. Significant progress has been made towards an agreement on national standards and performance standards for livestock traceability.

CCIA recognizes that other groups have implemented and managed traceability data services either under mandate from provincial governments or industry associations. As such, working with these groups brings Canada closer to achieving the mutual goal of an integrated national traceability system.

FINANCIAL STATEMENTS

**Canadian Cattle Identification Agency
Financial Statements
For the year ended December 31, 2010**

Contents

Independent Auditors' Report.....	12
Statement of Financial Position	13
Statement of Changes in Net Assets.....	14
Statement of Operations	15
Statement of Cash Flows	16
Notes to Financial Statements.....	17 - 23

Independent Auditors' Report



To the Members of Canadian Cattle Identification Agency

We have audited the accompanying financial statements of Canadian Cattle Identification Agency (the "Agency") which comprise the statement of financial position as at December 31, 2010 and the statements of changes in net assets, operations and cash flows for the year then ended, and a summary of significant accounting policies and other explanatory information.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian Generally Accepted Accounting Principles, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditor's Responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Opinion

In our opinion, the financial statements present fairly, in all material respects, the financial position of the Agency as at December 31, 2010 and the results of its operations and its cash flows for the year then ended in accordance with Canadian generally accepted accounting principles.

BDO Canada LLP

Chartered Accountants

Calgary, Alberta
March 11, 2011

Canadian Cattle Identification Agency Statement of Financial Position

As at December 31	2010	2009
Assets		
Current		
Cash and cash equivalents	\$ 1,219,100	\$ 1,175,444
Restricted cash (Note 4(b))	2,106,434	644,425
Accounts receivable	797,201	1,861,962
Prepaid expenses	<u>94,806</u>	<u>74,778</u>
	4,217,541	3,756,609
Capital assets (Note 3)	<u>338,582</u>	<u>973,118</u>
	\$ 4,556,123	\$ 4,729,727
Liabilities and Net Assets		
Current		
Accounts payable and accrued liabilities (Note 7)	\$ 320,183	\$ 406,708
Deferred revenue (Note 4)	<u>2,073,561</u>	<u>1,375,957</u>
	2,393,744	1,782,665
Deferred revenue (Note 4)	<u>328,309</u>	<u>258,348</u>
	<u>2,722,053</u>	<u>2,041,013</u>
Net assets		
Internally restricted in capital assets	70,550	126,339
Other internally restricted (Note 5)	2,744,667	2,744,667
Unrestricted	<u>(981,147)</u>	<u>(182,292)</u>
	<u>1,834,070</u>	<u>2,688,714</u>
	\$ 4,556,123	\$ 4,729,727
Commitments (Note 8)		

Canadian Cattle Identification Agency Statement of Changes in Net Assets

For the year ended December 31				2010	2009
	Internally Restricted in Capital Assets	Other Internally Restricted	Unrestricted	Total	Total
Balance, beginning of year	\$ 126,339	\$ 2,744,667	\$ (182,292)	\$ 2,688,714	\$ 2,990,482
Deficiency of revenue over expenditures	(858,286) ⁽¹⁾	-	3,642	(854,644)	(301,768)
Investment in capital assets	223,750 ⁽²⁾	-	(223,750)	-	-
Deferred revenue relating to capital assets	<u>578,747</u>	<u>-</u>	<u>(578,747)</u>	<u>-</u>	<u>-</u>
Balance, end of year	<u>\$ 70,550</u>	<u>\$ 2,744,667</u>	<u>\$ (981,147)</u>	<u>\$ 1,834,070</u>	<u>\$ 2,688,714</u>

(1) Consists of amortization expense

(2) Consists of the purchase of new capital assets

Canadian Cattle Identification Agency Statement of Operations

For the year ended December 31

2010

2009

Revenue

Agriculture and Agri-Food Canada (Note 4)	\$ 1,459,100	\$ 694,604
Alberta Agriculture (Note 4(b))	998,287	724,546
Interest	6,067	15,188
Miscellaneous revenue	52,828	97,961
Other species/groups revenue	126,761	116,902
Project revenue	-	14,581
Radio Frequency Identification trial revenue	11,000	4,000
Saskatchewan Agriculture (Note 4(b))	341,241	48,654
Tag sales	<u>2,221,402</u>	<u>2,324,478</u>
	<u>5,216,686</u>	<u>4,040,914</u>

Expenditures

Alberta Agriculture Project	50,365	30,293
Amortization	858,286	793,326
Bad debts	-	14,064
Auction Mart - Phase 2	695,179	-
Consultants/contract	263,174	311,563
Database project	-	10,845
Honorariums and board expenses (Note 7)	259,466	193,529
Industry issues and technology testing	-	4,000
Information tracking system	499,056	288,103
Insurance	21,146	6,715
Office	272,306	148,001
Other project	10,026	103,808
Professional fees	41,485	55,954
Rent	283,369	127,382
Salaries and benefits	2,311,677	1,744,682
Stakeholder communications	193,151	210,039
Telephone and fax	68,555	64,875
Travel and promotion	<u>244,089</u>	<u>235,503</u>
	<u>6,071,330</u>	<u>4,342,682</u>

Deficiency of revenue over expenditures

\$ (854,644) \$ (301,768)

Canadian Cattle Identification Agency Statement of Cash Flows

For the year ended December 31

2010

2009

Cash flows from operating activities

Deficiency of revenue over expenditures	\$ (854,644)	\$ (301,768)
Items not involving cash		
Amortization	858,286	793,326
Recognition of deferred revenue	<u>(803,147)</u>	<u>(731,532)</u>
	(799,505)	(239,974)

Changes in non-cash working capital balances

Accounts receivable	1,064,761	(1,192,479)
Prepaid expenses	(20,028)	4,219
Accounts payable and accrued liabilities	(86,524)	108,821
Deferred revenue	<u>991,965</u>	<u>(440,192)</u>
	1,150,669	(1,759,605)

Cash flows from investing activities

Purchase of capital assets	(223,750)	(127,816)
Deferred revenue related to capital assets	578,747	694,604
Change in restricted cash	<u>(1,462,010)</u>	<u>(644,425)</u>
	(1,107,013)	(77,637)

Increase (decrease) in cash

43,656 (1,837,242)

Cash and cash equivalents, beginning of year

1,175,444 3,012,686

Cash and cash equivalents, end of year

\$ 1,219,100 \$ 1,175,444

Canadian Cattle Identification Agency

Notes to Financial Statements

December 31, 2010

1. Nature of Operations

The Canadian Cattle Identification Agency (the "Agency") was established to provide the Canadian beef cattle industry with an individual animal identification trace-back-system for animal health and food safety. The agency is located in Calgary, Alberta and was incorporated in March 1998 under the Canadian Federal Business Corporations Act. The Agency is a not-for-profit organization and is therefore is not subject to income taxes.

2. Significant Accounting Policies

(a) Cash and cash equivalents

Cash and cash equivalents consists of cash on hand and cash held at financial institutions.

Restricted cash relates to amounts restricted as part of deferred revenue and is not available for immediate disbursement.

(b) Capital assets and amortization

The Agency records its capital assets at cost. Amortization on furniture, fixtures and equipment is recorded using the straight line method at a rate of 20% per annum. Amortization on computer equipment is recorded at the rate of 50% in the year of acquisition, 25% in the second year, and 25% in the third year. Amortization of the database and software is recorded using the straight line method at a rate of 20% per annum. Amortization on the leasehold improvements is recorded using the straight line method at a rate of 20% per annum.

In accordance with CICA Handbook Section 4430, capital assets are tested annually for impairment where impairment indicators are present. This would occur if a capital asset no longer contributes to the Agency's ability to provide services.

(c) Measurement uncertainty

The preparation of the financial statements in accordance with Canadian generally accepted accounting principles requires management to make estimates and assumptions that affect the amounts reported in the financial statements and accompanying notes. Actual results could differ from those estimates and may have an impact on future periods. The areas that require the use of management estimates include the valuation of accounts receivable, rates of amortization of capital assets and deferred revenue.

The financial statements have in management's opinion, been properly prepared using careful judgment with reasonable limits of materiality.

Canadian Cattle Identification Agency Notes to Financial Statements

December 31, 2010

2. Significant Accounting Policies - Continued

(d) Financial instruments

The following is a summary of the accounting classifications that the Agency applies to each of its significant categories of financial instruments:

Cash, cash equivalents and restricted cash	Designated as held for trading
Accounts receivable	Loans and receivables
Accounts payable and accrued liabilities	Other financial liabilities

The Agency initially measures all of its financial instruments at fair value. Subsequent measurement and treatment of any gain or loss is recorded as follows:

- Held-for-trading financial assets are measured at fair value at the balance sheet date with any gain or loss recognized immediately in the statement of operations. Interest earned from held for trading assets are also included in revenues and expenditures for the year.
- Loans and receivables are measured at amortized cost using the effective interest method. Any gains or losses are recognized in revenues and expenditures.
- Other financial liabilities are measured at amortized cost using the effective interest method.

Transaction costs related to all financial assets and liabilities are recognized as an expense of the period.

(e) Revenue recognition

The Agency recognizes revenue when the amount can be reasonably estimated, collection is reasonably assured and when it meets the following criteria.

The Agency follows the deferral method of accounting for contributions. Restricted contributions are recognized as revenue in the year in which the related expenses are incurred. Contributions for the purchase of capital assets are deferred and recognized on the same basis as amortization expense of the related asset. Unrestricted contributions are recognized as revenue when received or receivable. Other income includes interest income on short term investments which is recognized when earned.

Tag revenue is recognized when the tag numbers have been distributed to the manufacturer as ultimate delivery has taken place and collection is reasonably assured.

(f) Foreign currencies

Foreign currency transactions are translated at the rates in effect at the dates of the transactions. Resulting foreign currency denominated monetary assets and liabilities are re-translated at the rates of exchange in effect at the balance sheet date. Gains and losses on translation of monetary assets and liabilities are included in revenues and expenditures. The Agency does not have any non-monetary foreign currency denominated assets or liabilities. Refer to Note 6 (b).

(g) Pension plan

The Agency maintains a defined contribution pension plan for its employees. The expense for this plan is equal to the Agency's required contribution for the year. During the year, the Agency contributed \$32,181 (2009 - \$32,001).

Canadian Cattle Identification Agency Notes to Financial Statements

December 31, 2010

2. Significant Accounting Policies - Continued

(h) Changes in accounting pronouncements not yet adopted

In December 2010, the Accounting Standards Board (AcSB) and the Public Sector Accounting Board (PSAB) each issued the accounting and financial reporting requirements for Not-For-Profit Organizations (NPOs). The options available to NPOs will depend on whether or not the NPO meets the definition of a government not-for-profit organization. For organizations that are classified as Private NPOs, the organization will be required to adopt either International Financial Reporting Standards (IFRS) or the new Part III of the Handbook along with Part II which applies to Private Enterprises. The existing standards in the CICA Handbook – Accounting Part V will continue to be available until 2012, at which time they will cease to be an authoritative source of Canadian GAAP. For organizations that meet the definition of a Government NPO, the organization will be required to follow the Public Sector Accounting Handbook, with the option to adopt the new 4200 series, which is the current 4400 series slightly amended. The above standards become effective for years beginning on or after January 1, 2012, with the option to early adopt.

The Agency is currently evaluating which standards to apply and the impact of these standards on the disclosure and presentation within its financial statements.

3. Capital Assets

	2010		2009	
	Cost	Accumulated Amortization	Cost	Accumulated Amortization
Computer equipment	\$ 634,760	\$ 494,755	\$ 476,100	\$ 389,563
Database and software	3,777,692	3,654,312	3,777,691	2,922,781
Furniture, fixtures and equipment	94,264	59,904	74,745	45,849
Leasehold improvements	80,957	40,120	35,387	32,612
	<u>\$ 4,587,673</u>	<u>\$ 4,249,091</u>	<u>\$ 4,363,923</u>	<u>\$ 3,390,805</u>
Net book value	<u>\$ 338,582</u>		<u>\$ 973,118</u>	

Canadian Cattle Identification Agency Notes to Financial Statements

December 31, 2010

4. Deferred Revenue

	January 1, 2010	Revenue Recognized	Funds Received	December 31, 2010
Software Development Enhancements	\$ 869,383	\$ 671,282	\$ -	\$ 198,101
Age Verification Project	718,282	1,875,873	3,335,640	2,178,049
Database Enhancement	46,640	20,920	-	25,720
	<u>\$ 1,634,305</u>	<u>\$ 2,568,075</u>	<u>\$ 3,335,640</u>	<u>\$ 2,401,870</u>

(a) Software development enhancements

The Ministry of Agriculture and Agri-Food Canada ("AAFC") has provided, under a series of amended agreements, to reimburse the Agency for costs incurred for software development enhancements of the Agency's animal tracking and tracing database. Under these agreements, the Agency had deferred total funds of \$198,101 as at December 31, 2010 (2009 - \$869,383). During the year the Agency recognized \$671,282 (2009 - \$671,284) of deferred revenue contributions for software development enhancements due to the amortization of the related capital assets.

(b) Age verification project

Four grants have been received related to the age verification projects;

- (i) In 2006 the Agency received a grant of \$1,735,000 from the Alberta Ministry of Agriculture and Rural Development to assist with the Agency's age verification project. During the current year, an additional \$2,340,000 has been received from Alberta Minister of Agriculture Food and Rural Development ("AARD"). The total amount included in income during the year is \$767,734 (2009 - \$289,598). The deferred balance consists of \$1,768,162 (2009 - \$339,395) of which \$292,500 is classified as long term deferred revenue and \$1,475,662 is classified as current deferred revenues.
- (ii) In 2009 the Agency was approved for \$1,250,000 of funding of which \$Nil (2009 - \$427,542) has been received from Saskatchewan Ministry of Agriculture ("SMA") to assist with extending the Agency's age verification project into Saskatchewan. Of the 2009 funds received, \$341,241 (2009 - \$48,654) has been included in income during the year. The deferred balance consists of unspent funds of \$31,626 (2009 - \$378,887) and is classified as current deferred revenue.
Subsequent to year end, progress payments in the amount of \$371,033 were received in February 2011 towards the 2011 year.

Canadian Cattle Identification Agency

Notes to Financial Statements

December 31, 2010

4. Deferred Revenue - Continued

- (iii) In the current year the Agency received a grant of \$995,640 from the Ministry of Agriculture and Agri-Food Canada ("AAFC") to assist with the Auction Mart Phase 2 project. Of this amount, \$695,282 has been included in income during the year. The deferred balance consists of unspent funds of \$306,644 and is classified as current deferred revenue. The grant can be used up to and including August 31, 2011, after which time any unspent proceeds are required to be repaid within 90 days.
- (iv) In the current year the Agency purchased capital assets worth \$143,233. Pursuant to an agreement with the Ministry of Agriculture and Agri-Food Canada ("AAFC") the costs incurred for the purchase and development of the capital assets will be reimbursed to the Agency as part of the ongoing Architectural Upgrade project. During the year the Agency recognized \$71,616 of deferred revenue contributions for the Architectural Upgrade project due to the amortization of the related capital assets. The deferred balance consists of \$71,617 of which \$35,809 is classified as long term deferred revenues and \$35,808 is classified as current deferred revenues.

Restricted cash from AARD, AAFC and SMA projects at year end is \$2,106,434 (2009 - \$644,425).

(c) Database enhancement

In 2007 the Agency received a grant of \$150,000 from the Ministry of Agriculture and Agri-Food Canada ("AAFC") to assist with the enhancement of the Agency's animal tracking and tracing database. Under this agreement, the Agency had deferred total funds of \$25,720 as at December 31, 2010 (2009 - \$46,640). During the year the Agency recognized \$20,920 (2009 - \$23,320) of deferred revenue contributions for database enhancements due to the amortization of the related capital assets.

5. Restricted Net Assets

The Agency has internally restricted these funds for the purpose of funding future emergency disaster requirements. The amount which the board of directors feels will be necessary to fund all possible future disaster requirements is \$1,000,000.

During the prior year the Board approved the restriction of \$1,000,000 for its new facility acquisition reserve and \$750,000 for its information technology replacement reserve.

Canadian Cattle Identification Agency Notes to Financial Statements

December 31, 2010

6. Financial Instruments

As disclosed in Note 2(d), the Agency holds various forms of financial instruments. The nature of these instruments and the Agency's operations expose the Agency to fair value, foreign currency risk and credit risk.

(a) Fair value

The Agency's carrying value of cash, accounts receivable and accounts payable and accrued liabilities, approximate the fair values due to the immediate or short-term nature of these instruments.

(b) Foreign currency risk

A portion of the Agency's operations are denominated in United States dollars and accordingly the related financial assets and liabilities are subject to fluctuations in exchange rates. The Agency does not have any exposure to any highly inflationary foreign currencies.

At December 31, 2010, there was cash held in US bank account in the amount of \$13,144 (2009 - \$21,622). At December 31, 2010 there were accounts receivables from US customers of \$78,889 (2009 - \$126,060) and accounts payable of \$Nil (2009 - \$22,893). Foreign exchange is included in service charge expense. A 1% increase in the exchange rate would result in approximately a \$132 (2009 - \$227) adjustment to revenues over expenditures.

(c) Credit risk

Credit risk arises from the fact that substantially all of the Agency's cash is held with one financial institution, and as such, the Agency is exposed to the risks of the institution.

The Agency has one customer (2009 - one) that accounts for approximately 76% (2009 - 46%) of sales and one customer (2009 - one) that accounts for 63% of receivables (2009 - 20%) and, as such, the Agency is exposed to all of the risks associated with this customer.

Canadian Cattle Identification Agency Notes to Financial Statements

December 31, 2010

7. Related Party Transactions

During the year, the Agency was involved in the following related party transactions:

(a) The Agency paid \$98,925 (2009 - \$103,525) in honorariums to board members for services provided. There is \$14,024 (2009 - \$35,600) included in accounts payable and accrued liabilities at December 31, 2010.

All related party transactions are in the normal course of business and have been measured at the agreed upon exchange amounts, which is the amount of consideration established and agreed to by the related parties.

8. Commitments

The Agency has leased premises in Calgary with rental payments amounting to \$14,558 (\$5,601 before August 2009) per month. This lease is on a month to month basis.

Subsequent to year end the Agency has sub-leased additional premises in Calgary. The lease terminates in October 2012. The expected total lease payments for the next 2 years are as follows:

2011	190,761
2012	158,968

9. Capital Disclosures

The Agency considers its capital to be its net assets, restricted and unrestricted. Its restricted assets consist of amounts invested in capital assets and reserves for future emergency disasters, new facility acquisition and information technology replacements. The Agency's objectives when managing its capital are to safeguard its ability to continue as a going concern so that it can provide services to its clients. Annual budgets are developed and monitored to ensure the Agency's capital is maintained at an appropriate level.

10. Comparative Figures

Certain comparative amounts presented in the financial statements have been reclassified to conform to the current year's presentation.

ACRONYMS

Government

AAFC – Agriculture and Agri-Food Canada
ARD – Alberta Agriculture and Rural Development
CFIA – Canadian Food Inspection Agency
IGAC – Industry Government Advisory Committee
OMAFRA – Ontario Ministry of Agriculture Food and Rural Affairs
SMA – Saskatchewan Ministry of Agriculture

Industry

ABP – Alberta Beef Producers
ACFA – Alberta Cattle Feeders Association
AESB - Agri-Environment Services Branch
ATQ – Agri-Traçabilité Québec
BCCA – British Columbia Cattlemen’s Association
BCCMB – British Columbia Chicken Marketing Board
CBA – Canadian Bison Association
CCA – Canadian Cattlemen’s Association
CCIA – Canadian Cattle Identification Agency
CLDA – Canadian Livestock Dealer’s Association
CMC – Canadian Meat Council
CNGF – Canadian National Goat Federation
CPC – Canadian Pork Council
CSF – Canadian Sheep Federation
CVMA – Canadian Veterinary Medical Association
DFC – Dairy Farmers of Canada
FPBQ – Fédération des Producteurs de Bovins du Québec
FHMS – Feedlot Health Management Services
LIS – Livestock Identification Services
LMAC – Livestock Marketing Association of Canada
MBP – Manitoba Beef Producers
NBCP – New Brunswick Cattle Producers
NCFA – National Cattle Feeders Association
NLID – National Livestock Identification for Dairy
NSCP – Nova Scotia Cattle Producers
OCA – Ontario Cattlemen’s Association
OLEX – Ontario Livestock Exchange
PEICP – Prince Edward Island Cattle Producers
SCA – Saskatchewan Cattlemen’s Association
SSGA – Saskatchewan Stock Growers Association

CCIA COMMITTEES

Technical Advisory Committee (TAC)

Chaired by Dr. Pat Burrage, the TAC is structured to provide a forum for discussion of technology and information management and to make recommendations to the Board of Directors for changes or improvements that affect the CLTS and agricultural traceability in Canada.

Pat Burrage – CVMA

Bob Gordanier – OCA

Dan Lutz – AAFC

Eric Aubin – CFIA

Jean-Sebastien Roy – FPBQ

Katie Lowe – BCCMB

Mac Cole – CMC

Rick Frederickson – ARD

Barb Caswell – CSF

Brian Caney – CCIA

David Moss – LIS

Gordon Cherwoniak – AAFC

Jeff Clarke – CPC

Larry Thomas – CCA

Paul Laronde – CCIA

Communications Committee

Chaired by Rick Wright, the Communications Committee is structured to provide direction to the communications department. The committee advises and directs the department on the promotion of CCIA and assists in developing communication strategies.

Dan Darling – CCA

Rick Wright – LMAC

Danielle Oberle – CCIA

Theresa Zuk – MBP

Board Development Committee

Chaired by Art Devick, the Board Development Committee identifies the needs of the organization based on input from board and staff. They recognize individuals and industry organizations for future nomination for board consideration and election.

Art Devick – BCCA

Hina A. Thaker – CCIA

Steve Primrose – CLDA

Darcy Eddleston – ABP

Pat Burrage – CVMA

Finance and Audit Committee

Chaired by Terry Kremeniuk, the Finance and Audit Committee has a mandate to assist the Board of Directors in fulfilling its fiduciary responsibilities in regards to financial reporting; internal control systems; risk management; setting financial targets, operating and capital budgets and recommending to the board changes to financial policies and procedures.

Terry Kremeniuk – CBA

John Tilley – Atlantic Canada

Dan Darling – CCA

Angelo Herat – CCIA

CCIA PARTICIPATES IN THE FOLLOWING COMMITTEES:

Industry Government Advisory Committee (IGAC)

CCIA is a participant of the IGAC committee and sends Dan Darling, VP of the Ontario Cattlemen's Association on its behalf. IGAC is a consultative body made up of industry representatives from many sectors as well as the federal and provincial governments. There are currently a number of work groups focused on finding acceptable solutions for traceability issues such as information and cost sharing.

Cattle Implementation Plan (CIP) Working Group

The CIP working group, chaired by Steve Primrose, is made up of industry and government and has proposed a phased-in approach a full traceability system.

Steve Primrose – CLDA	Bob Gordanier – OCA
Brian Caney – CCIA	Bruce Holmquist – SCA
Dan Lutz – AAFC	Danielle Oberle – CCIA
Donald Blakely – OMAFRA	Eric Aubin – CFIA
Gordon Cherwoniak – AAFC	Larry Witzel – LMAC East
Mark Elford – SSGA	Peter Pauker – CFIA
Rick Frederickson – ARD	Rick Wright – LMAC West
Tony Saretsky – CCA	

Enforcement and Compliance Committee

Chaired by Rick Wright, the Enforcement and Compliance Committee facilitates the opportunity for government, industry and CCIA to have open discussions regarding ideas, issues or concerns within the beef industry. They discuss enforcement and compliance surrounding the implementation of the three pillars of traceability.

Rick Wright – LMAC	Bob Gordanier – OCA
Brian Caney – CCIA	Bruce Holmquist – SCA
Dan Lutz – AAFC	Darcy Eddleston – ABP
Dave Kasko – CMC	David Moss – LIS
Eric Aubin – CFIA	Lee Nilsson – Nilsson Bros. Inc.
Glenn Olexson – CMC	Jack de Boer – ACFA
Jim Abel – LMAC	Ken Sloik – CFIA
Mark Elford – SSGA	Pat Burrage – CVMA
Pat Hayes – CCA	Paul Marciniak – SMA
Peter Pauker – CFIA	Réjean Bouchard – DFC
Rick Frederickson – ARD	Ron Versteeg – DFC
Steve Primrose – CLDA	Stewart Stone – Heartland Livestock Services
Travis Toews – CCA	

Age Verification (AV) Working Group

The AV working group, chaired by Steve Primrose, has a mission to provide clear recommendations for a functional and accurate age determination system to strengthen the Canadian cattle industry and respond to the needs of the various parties.

Steve Primrose – CLDA	Brian Caney – CCIA
Brian Groten – Cargill	Brian Nilsson – Nilsson Bros. Inc.
Dan Lutz – AAFC	Danielle Oberle – CCIA
Derek Hill – Cargill	Eric Aubin – CFIA
Erik Butters – CCA	Fred Gorrell – AAFC
Gary Little – CFIA	Gordon Cherwoniak – AAFC
Jake Kotowich – ARD	Keith Lehman – CFIA
Ken Sloik – CFIA	Larry Witzel – OLEX
Peter Pauker – CFIA	Rick Wright – LMAC
Scott Acker – CFIA	Tony Saretsky – CCA
Vanessa Taylor – OMAFRA	

Tag Retention Project Committee

The Tag Retention Project Committee created out of the CIP Committee and chaired by Mark Elford, is focused on completing a tag retention study in a variety of environments in Canada. The project goal is to collect baseline data on cattle tag retention and tag reading performance, and to recommend solutions to enhance tag retention and reading performance.

Mark Elford – SSGA

Brant Kirychuk – AESB

Dan Lutz – AAFC

Eric Aubin – CFIA

Ken Sloik – CFIA

Paul Laronde – CCIA

Ross MacDonald – AESB

Bob Gordanier – OCA

Brian Caney – CCIA

David Moss – LIS

Gordon Cherwoniak – AAFC

Pat Burrage – CVMA

Peter Pauker – CFIA

Theresa Zuk – MBP

Cattle Feeder and Backgrounder Committee

The Cattle Feeder and Backgrounder Committee supports the Cattle Implementation Plan work group through the development of an implementation and engagement strategy for traceability in the feedlot and backgrounding sector.

Jack de Boer – ACFA

Bryan Walton – ACFA

Brian Caney – CCIA

Peter Pauker – CFIA

Russ Evans – ACFA

Gordon Cherwoniak – AAFC

David Moss – LIS

Dan Lutz – AAFC

Board Members 2010



Steve Primrose, Past Chair
Rep: Canadian Livestock
Dealer's Association



Darcy Eddleston, Chair
Rep: Alberta Beef Producers



Rick Wright, Vice Chair
Rep: Livestock Marketing
Association of Canada



Terry Kremeniuk, Finance Chair
Rep: Canadian Bison Association



Dan Darling, Director at Large
Rep: Canadian Cattlemen's Association



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



Jack de Boer
Rep: Alberta Cattle Feeders Association



Theresa Zuk
Rep: Manitoba Beef Producers



Ron Versteeg
Rep: Dairy Farmers of Canada



Glenn Olexon
Rep: Canadian Meat Council



Gib Drury
Rep: Quebec Cattle Producers'
Federation (FPBQ)



Art Devick
Rep: British Colum-
bia Cattlemen's Association



John Tilley
Rep: Atlantic Canada



Bob Gordanier
Rep: Ontario Cattlemen's Association



Pat Hayes
Rep: Canadian Cattlemen's Association



Mark Elford
Rep: Saskatchewan Stock Growers
Association



Martin Rossmann
Rep: Canadian Cattlemen's Association



Dave Kasko
Rep: Canadian Meat Council



THANK YOU STEVE PRIMROSE



CCIA in Regina for Agriculture Minister Bjarnerud's announcement

"On behalf of the board and the entire cattle industry, I would like to express our sincere gratitude to Steve Primrose for his many years of dedication to this organization and for leading the way for traceability in Canada. He represented and stood up for producers for 11 long years while recognizing the importance that traceability has on our industry. His involvement at the board level will be missed, but I am sure in the future he will continue to consult for CCIA from time to time."

Darcy Eddleston, Chair of CCIA



CCIA's 2010 AGM with the Honourable Jack Hayden



Acknowledging industry support



Meeting with ATQ



CCIA's first Annual Stampede Breakfast - teaching the staff how to rope calves



Canadian Cattle Identification Agency
www.canadaid.ca | 1-877-909-BEEF (2333)

Head Office

300, 5735 - 7th Street N.E., Calgary, AB T2E 8V3
T 403-275-2083 F 403-275-1668

Saskatchewan Satellite Office

Room 111, 3830 Thatcher Avenue, Saskatoon, SK S7R 1A5
T 306-974-2083 F 306-974-1668