



## **CANADIAN CATTLE IDENTIFICATION AGENCY ANNOUNCES COMMUNICATIONS REFRESH**

**FOR IMMEDIATE RELEASE**

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**Calgary, AB** – The [Canadian Cattle Identification Agency](http://www.canadaid.com) (CCIA) is pleased to announce it is developing a new communications department that will work closely with management and the board of directors' communications committee to assist the organization with meeting corporate communications expectations and goals on a national scale.

"We welcome Kori Maki-Adair as the new Communications Manager. Drawing on her expertise in online, government, community and media relations, Kori will provide leadership and direction for the full scope of communications practice for the Agency. With the goal of raising awareness of who we are, who we represent and the role we play to support the industry, we are confident Kori is the right fit for our collaborative team," states Brian Caney, CCIA General Manager.

"I am delighted to join forces with Canadian Cattle Identification Agency, its board of directors and fellow industry stakeholders," says Kori Maki-Adair. "My background in supporting high performance teams that share values and provide essential services to Canadians will be helpful in this role, but I intend to draw on my team's most valuable assets – our knowledge, experience and people – to maximize success. Livestock traceability is fundamental to Canada's reputation as a world leader in food safety. I look forward to communicating this vital message to Canadians."

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### **About Canadian Cattle Identification Agency:**

The Canadian Cattle Identification Agency (CCIA) is an industry-initiated and established organization that manages the [Canadian Livestock Tracking System](http://www.canadaid.com) (CLTS) – a trace back system designed for the containment and eradication of animal disease. Established in 1998, CCIA has developed the only mandatory national cattle identification program for the cattle industry and works with the Canadian Food Inspection Agency to ensure the food safety of the Canadian cattle industry.

Learn more at [www.canadaid.com](http://www.canadaid.com).

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