



CANADIAN CATTLE IDENTIFICATION AGENCY ANNOUNCES NEW BOARD OF DIRECTORS

FOR IMMEDIATE RELEASE

April 15, 2016

Calgary, A.B. – [Canadian Cattle Identification Agency](http://canadaid.ca) (CCIA) is pleased to announce its board of directors and executive committee for 2016/2017, elected at CCIA's Annual General Meeting and board meeting April 7-8, 2016 in Calgary.

Canadian Cattle Identification Agency's Board of Directors consists of 19 individuals appointed by member organizations as outlined in CCIA's bylaws. The board oversees the planning process and provides input, guidance and validation, and evaluates plans and financial performance. The board supports strategic initiatives through direct leadership of these initiatives, which are reviewed throughout the year. The board members elect an executive committee at the first meeting following the annual general meeting each year. The executive committee includes the chair, vice chair, finance and audit committee chair, and two directors at large. Along with CCIA's general manager, the executive committee assists the board in carrying out the policies established by the board of directors. The roles and responsibilities of the chair, board members, general manager and committees are set out in written profiles and charters.

The corporation has a risk management process designed to identify potential events that may affect business operations. The board ensures appropriate authorities and controls are in place, and risks are properly managed to ensure the board is fully aware of CCIA affairs. The board meets a minimum of quarterly. CCIA management meets with the board at these meetings; although, time is reserved for the board to meet without management present. The board assesses its performance regularly with the goal to improve and maintain sound governance practices. Gaps in skills are addressed through new board member appointments, training and hiring outside experts as required.

This year, Saskatchewan Stock Growers Association representative Mark Elford was elected as Board Chair. Canadian Cattlemen Association representative Pat Hayes was elected as Vice Chair. Beef Farmers of Ontario representative Tim Fugard was elected as Finance and Audit Committee Chair. Livestock Markets Association of Canada representative Rick Wright was re-elected as Executive Director; and Canadian Cattlemen Association representative Doug Sawyer joined executive leadership as CCIA's second Executive Director.

Canadian Cattle Identification Agency and its board of directors congratulate Maritime Beef Council representative John Tilley and Manitoba Beef Producers representative Theresa Zuk for their combined years of dedication and service to CCIA, and wish them well in their future endeavours, and thank Dr. Pat Burrage for his years of service as Board Chair.

CCIA welcomes new Maritime Beef Council representative Ivan Johnson and Manitoba Beef Producers representative Larry Gerelus to CCIA's board of directors, and looks forward to working together with a new board to advance traceability in 2016 and beyond.

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About Canadian Cattle Identification Agency:

[Canadian Cattle Identification Agency](#) is a not-for-profit, industry-initiated and led organization incorporated to establish a national beef and dairy cattle, bison and sheep identification program to support efficient trace back and containment of serious animal health and food safety concerns in the Canadian herd. The agency is led by a board of directors made up of representatives from all sectors of the livestock industry, and it manages the [Canadian Livestock Tracking System](#) (CLTS) database, which is a trace-back system that maintains radio frequency identification (RFID) tag information. The CLTS database allows producers to record tag information pertaining to the three pillars of traceability (i.e., animal identification, premises identification and movement), as well as value-added information (e.g., age verification).

While the Canadian Food Inspection Agency (CFIA) provides full regulatory enforcement for animal identification, as defined in the Health of Animals Regulations, CCIA administers the identification program for beef and dairy cattle, bison and sheep. All herd of origin information associated with each tag number is maintained within the CLTS database.

CCIA Board of Directors 2015/2016:	
Member Organization	Representative
Alberta Beef Producers	Howard Bekkering
Alberta Cattle Feeders' Association	Lyle Miller
Beef Farmers of Ontario	Tim Fugard, Finance and Audit Chair*
British Columbia Cattlemen's Association	Larry Garrett
Canadian Bison Association	Terry Kremeniuk
Canadian Cattlemen's Association	Pat Hayes, Vice Chair*
Canadian Cattlemen's Association	Doug Sawyer, Executive Director*
Canadian Cattlemen's Association	Reg Schellenberg
Canadian Livestock Dealer's Association	James MacLean
Canadian Meat Council	Dan Gillis
Canadian Meat Council	Dave Kasko
Canadian Sheep Federation	vacant
Canadian Veterinary Medical Association	Pat Burrage, BSc., DVM, Past Chair*
Dairy Farmers of Canada	Sid Atkinson
Fédération des producteurs de bovins du Québec	Gib Drury
Livestock Markets Association of Canada	Rick Wright, Executive Director*
Manitoba Beef Producers	Larry Gerelus
Maritime Beef Council	Ivan Johnson
Saskatchewan Stock Growers Association	Mark Elford, Board Chair*
Canadian Beef Breeds Council**	Michael Latimer**
*CCIA Executive Committee Members **Associate Member/Organization	

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