



CANADIAN CATTLE IDENTIFICATION AGENCY ANNOUNCES TRACEABILITY SYMPOSIUM 2016

FOR IMMEDIATE RELEASE

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Calgary, A.B. – [Canadian Cattle Identification Agency](#) (CCIA) is pleased to announce [Traceability Symposium 2016](#) on **November 2-3, 2016**. This two-day event and trade show will bring together governments, universities, research teams, the private sector and industry to identify gaps, share successes and lessons learned – *bridging the gaps* as traceability moves forward in Canada and globally.

“We anticipate delegates from across Canada, United States, European Union, Australia and New Zealand will attend this unique event – best described as an international traceability brain-trust,” affirms Paul Laronde, CCIA’s Tag and Technology Manager, and Research and Development Cluster lead. “For the inaugural year, CCIA will host the event in Calgary – providing international guests with the opportunity to explore the Canadian Rockies and other local attractions.”

“We are excited to confirm [Dr. Sylvain Charlebois](#) will moderate Traceability Symposium 2016 as keynote speaker,” states Anne Brunet-Burgess, CCIA General Manager. “As an award-winning researcher and teacher, Dr. Charlebois is a member of the Global Food Traceability Centre’s Advisory Board and the National Scientific Board of the Canadian Food Inspection Agency. He has testified before parliamentary committees on food policy-related issues as an expert witness, and acted as an advisor on food and agricultural policies across Canada and in more than 10 countries. We are honoured and delighted to have Dr. Charlebois lead this one-of-a-kind, think-tank event. We warmly welcome one and all to join our discussions. Please share this invitation – we look forward to being your host this November!”

Quick Facts:

- [Traceability Symposium 2016](#) will be held at the Coast Plaza Hotel & Conference Centre, located at 1316 – 33 Street N.E., Calgary, Alberta, Canada.
- The agenda will address traceability’s role, regulations and compliance, challenges and solutions, other assurance systems, and lessons learned.
- Early Bird registration is now open at www.traceabilitysymposium.ca.
- Event [sponsorship](#) and [trade show](#) opportunities are now available.

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[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 approved 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).

For more information or media contact:

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