**CANADIAN CATTLE IDENTIFICATION AGENCY CUSTOMIZES
TAG WEB STORE FOR LIMOUSIN PRODUCERS**

FOR IMMEDIATE RELEASE

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Calgary, AB – Canadian Cattle Identification Agency (CCIA) is pleased to strengthen its relationship with Canadian producers by customizing its quick and easy-to-use web store and toll-free order desk with a tab for ordering approved CCIA radio frequency identification (RFID) beef tags for the Canadian Limousin Association and its membership.

"We developed the tag web store two years ago to reduce third-party data handling, maximize data integrity and make approved tags available online for non-breed specific beef cattle only. Now, we have a section customized for Canadian Limousin producers," says CCIA General Manager Anne Brunet-Burgess. "Canadian producers work smarter every day as they continue to supply world-class beef products. Like other critical business operators, Canadian Limousin producers continue to expand their market opportunities and increase the value of their efforts by controlling costs and increasing efficiencies. CCIA's team and board of directors are here to support them. Limousin leads the breeds as an early adopter."

QUICK FACTS:

- Approved CCIA RFID tags for the Limousin beef breed are now available in the direct-to-producer tag web store.
- As a Limousin producer, it takes fewer than five minutes to activate a web store account, order tag supplies and have them shipped to an address of choice in three to five business days after Canadian Limousin Association approves your order.
- Visit tags.canadaid.ca and select *Place an Order* for producers to get started, or dial toll-free 1-877-909-2333 and our Client Support Representatives will be happy to do it for you.

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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 RFID tag information. The CLTS database allows livestock operators 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:
Kori Maki-Adair, CCIA Communications Manager @ kmaki-adair@canadaid.ca