



## CCIA HIRES NEW GENERAL MANAGER

### FOR IMMEDIATE RELEASE

August 31, 2010

**Calgary, AB** – The Canadian Cattle Identification Agency (CCIA) and the board of directors are pleased to announce Brian Caney as the new General Manager for the national agency. Brian started at the CCIA on August 26 in time to join for board meetings which provided an opportunity to meet staff, industry and government stakeholders.

“I look forward to joining the team at CCIA,” says Caney. “My previous experience and background should help to provide solid leadership to the CCIA team and reinforce the strong relationships with our key stakeholders to assist with the evolution of CCIA.”

Brian comes to the CCIA with more than 30 years experience in the retail food industry and is familiar with the beef supply chain and food safety issues. He holds a bachelor of commerce degree from the University of Alberta and has effectively managed people in diverse environments.

“Brian’s background will serve as a firm foundation to drive the vision of the organization,” says Darcy Eddleston, CCIA chair. “Building on the existing skill and expertise will help the CCIA remain a strong participant in traceability.”

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### **For more information:**

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### **About CCIA**

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