



Saskatchewan

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GOVERNMENTS OF CANADA AND SASKATCHEWAN PARTNER WITH THE CCIA TO PROVIDE PRODUCER SUPPORT FOR LIVESTOCK TRACEABILITY

The Governments of Canada and Saskatchewan are providing more than \$1 million to the Canadian Cattle Identification Agency (CCIA) to help Saskatchewan livestock producers with age verification and other traceability initiatives. This funding will help CCIA open a new satellite office in Saskatoon and employ three producer support representatives across the province.

"A strong traceability system will help Canadian producers get the premium prices their top quality products deserve around the world," said Saskatoon-Humboldt MP Brad Trost, who made the announcement on behalf of Federal Agriculture Minister Gerry Ritz. "This investment is another step toward reaching our goal of a national traceability system for livestock by 2011."

The three producer support representatives will be stationed across Saskatchewan and are responsible for travelling throughout their region of the province. They will network with producers, auction markets, industry groups and government to ensure CCIA services are available for all industry stakeholders.

"The Government of Saskatchewan is pleased to provide support to the CCIA for locally delivered service to Saskatchewan farmers and ranchers," Saskatchewan Agriculture Minister Bob Bjornerud said. "Having these CCIA representatives in the field will assist our producers to participate in a voluntary livestock traceability system."

"The new CCIA representatives will act as liaisons with industry and staff for the purpose of increasing awareness of CCIA programs and technologies," CCIA Chair Steve Primrose said. "They will be available to assist with the use and selection of Radio Frequency Identification readers and software and help with value-added programs such as age verification. In addition, they will help organize and facilitate producer meetings and ensure ongoing producer education."

The new field representatives and their corresponding regions are as follows:

- Yorkton: Dee Valstar – 306-621-0508/Fax: 1-877-427-4173
- Swift Current: Darren Steinley – 306-741-4409/Fax: 1-888-779-5297

- Saskatoon: Brian Anderson – Phone: 306-717-2151/Fax: 306-974-1668

This investment was made through *Growing Forward*, the Federal-Provincial-Territorial initiative created to help position Canadian farmers for success by focusing on achieving real results, reflecting cross-sector input and delivering programs that are simple, more effective and tailored to local needs.

For more information on the Saskatchewan office or the producer support representatives, please contact the CCIA at 1-877-909-2333.

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For more information, contact:

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