



MEDIA RELEASE

AGE VERIFICATION SUCCESS CONTINUES

For immediate release September 1, 2006- With 2.5 million birthdates submitted since March of 2004, The Canadian Cattle Identification Agency's (CCIA) Age Verification Website continues to see increased participation by producer's across Canada.

"August saw a record of over 110 000 birth date submissions, and with the fall calf run just around the corner, we expect to see this number continue to increase", said Nadine Meade, Project Manager of Database Enhancements.

Meade adds that, "The recent increase in submissions is also because of various industry segments such as Auction Marts and Feedlots actively and positively promoting Age Verification to their customers. We appreciate the help of the industry in promoting Age Verification and strive to help them as much as possible in learning about the Age Verification process."

The CCIA recently held a free Age Verification Workshop in Red Deer for Alberta Auction Marts to exchange information with them on Real-Time Age Verification and how Auction Marts can easily and efficiently use birth date data as a means of marketing Age Verified cattle from their customers.

Age Verification is free of charge and offered to producers across Canada. Producers who do not have internet access can assign a Third-Party User to submit information on their behalf. For more information on Age Verification, please visit www.canadaid.ca

The CCIA is an industry led non-profit organization established to ensure accurate animal identification and efficient animal disease and food safety trace back.

- 30 -

For more information please contact:

Megan Gauley, Communications Manager: Canadian Cattle Identification Agency (CCIA)
1-877-909-2333 (BEEF) www.canadaid.ca