



NEWS RELEASE

CCIA Congratulates ATQ and OnTrace on their first Inter-provincial Traceability agreement

Calgary, AB – September 4, 2008 – The *Canadian Cattle Identification Agency (CCIA)* would like to congratulate *OnTrace Agri-food Traceability Inc. (OnTrace)* and *Agri-Traçabilité Québec Inc. (ATQ)* on this morning's announcement of their first inter-provincial traceability agreement.

This agreement will allow for the seamless sharing of agriculture and agri-food premise information in Ontario and Quebec. It will also further a cooperative relationship between the two organizations and allow a more streamlined exchange of commercial transactions in the future.

The *CCIA* recognizes the importance of this agreement in the advancement of the national traceability initiative. As premise is one of the key pillars of full animal movement tracking, this agreement is a significant step towards the future of both the livestock and agri-food industries in Canada.

"I would like to congratulate Linda, Brian and their respective Boards on achieving this step in the evolution of the relationship between their organizations" says *Kerry St. Cyr, Executive Director* of the *Canadian Cattle Identification Agency*. "We look forward to working with them in advancing the national traceability initiative for Canada."

About CCIA

The Canadian Cattle Identification Agency is an industry initiated and established trace back system designed for the containment and eradication of animal disease. Established in 1998, CCIA has developed the only mandatory national traceability program for the cattle industry and works with the Canadian Food Inspection Agency to insure the food safety of the Canadian cattle industry.

CCIA is located at 218, 6715-8th St NE, Calgary AB T2E 7H7. Contact coordinates are: phone: 1.877.909.2333 (BEEF), fax: 403.275.1668. For further information visit www.canadaid.ca

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