


Shifting Perspectives





The Canadian Cattle Identification Agency (CCIA) plans to be a long-term partner with industry and governments in the traceability of Canadian livestock and poultry. Our traceability leadership will ensure food safety, animal health and international trade expectations are consistently exceeded while protecting Canada's reputation as a leading supplier of safe food.



The Canadian Cattle Identification Agency is a non-profit, industry-initiated organization. We were established in 1998 to create a national cattle identification program that promotes beef consumption through efficient trace backs as well as to contain serious animal health and food safety concerns in the Canadian cattle herd. Since then, CCIA has developed the only mandatory national identification program for the cattle industry. Our work with the Canadian Food Inspection Agency helps to ensure the Canadian cattle, and other sectors with whom we work, are producing safe, top-quality food.

Our History

1998 – The Canadian Cattle Identification Agency is incorporated.

2001 - The Canadian Cattle Identification Program is implemented. All cattle in Canada are to be ear tagged with a CCIA approved tag by the time they leave their herd of origin.

2002 – Monetary penalties begin for untagged cattle. The Canadian Food Inspection Agency (CFIA) enforces penalties under the authority of the Federal government.

2004 – Canadian producers can register and submit information such as birth dates on a voluntary basis.

2006 – Release of the new Canadian Livestock Tracking System (CLTS).

2006 – CCIA recommends Radio Frequency Identification (RFID) tags be used in place of bar code tags for all cattle permanently leaving the herd of origin.

2008 – CCIA expands the use of value-added protocols enhancing the ability to track external production and animal health protocols.

Today the CCIA is committed to ensuring all program components meet and exceed domestic and international requirements.

Executive Director Report



Dear partners, friends and stakeholders,

As I look back on the year, I am proud of the progress we've made and the hurdles we've overcome as an organization and industry. A lot of change took place in 2009, so we believed that 'shifting perspectives' was an appropriate theme for this annual review. We've evolved with a handful of new staff, the development of unique partnerships and the opening of a second office in Saskatoon. These changes better position CCIA to lead traceability in Canada.

The recession has regrettably affected many Canadians. The agricultural industry was no exception. The livestock industry took a hit as prices remained low and the combination of weather problems and feed prices impacted the national herd and profitability in the sector. Due to the accelerating operational costs, CCIA was forced to increase the tag manufacturer's levy to address the need for operational funding. This made the Federal government aware of the high costs of a complete traceability program and the ongoing need for sustainable funding to implement traceability initiatives.

Our staff is key in helping us achieve our goals. The majority of you have already met Danielle Oberle, our new communications manager. She is the latest addition to CCIA's management team. To address industry issues and conduct necessary research on technology, CCIA brought on Paul Laronde as the tag and technology coordinator. Donna Henuset also joined our team as a project manager for the national applied research project. Donna will conduct necessary research at auction markets across four provinces and make recommendations on the feasibility of traceability at an auction market level.

In November of 2009, the Government of Canada and Saskatchewan provided funding to enable CCIA to open a new satellite office in Saskatoon and employ three producer support representatives in the province. I'd like to welcome the Saskatchewan staff to our team and thank them for their hard work in getting this project launched.

As we shift perspectives we are prepared to face new challenges head on and take them in stride. I'd like to thank our industry partners for their willingness to work with us and share their ideas, as well as our government partners for their renewed enthusiasm for traceability. I'd also like to show appreciation to our executive and board for their ongoing support and advice moving this organization into the future. Last but not least, a big thanks to our management and staff for their long hours, hard work, dedication to this cause, and their ever-present good humour in the face of adversity.

Here's to another year!

Kerry St. Cyr
Executive Director



Report from the Chair

It has been a very busy year for CCIA board members and the staff. Looking back, I thought the cattle identification initiative would be difficult to achieve and once complete, we could reduce the size of the board and call it a good day's work. Wow, was I mistaken! BSE hit in May 2003 and since then traceability has been the buzzword. Many producers were hoping to get back to business the way it was prior to BSE. I was one of those producers, but quickly realized our cattle industry had changed forever. Like most cattlemen, we are eternal optimists, the cattle industry is in our blood, it's our way of life! What else could we ask for? A little profit would be nice!

Traceability can provide a way for the cattle industry and others to succeed and that is why I have focused my time on CCIA. Traceability is with us to stay. The rest of the world is jumping on board developing their own programs or requesting it of their trading partners. At the moment, we have an edge. The United States has no system in place and has recently scrapped the National Agriculture Identification System. Canada exports approximately 38 per cent of its beef production and by having a strong traceability system we can assist to open international markets. The United States will be applying for a reduced status for BSE, while our own status will not change for quite some time. This status change along with programs such as Country of Origin Labelling could mean we lose market share within the United States, however, with a strong traceability system, our trade implications may be more positive. Interestingly, the dilemma now seems that we may not have enough beef to satisfy the world's appetite for Canadian beef.

Operating a national organization is a big undertaking and I always remind myself that what works in one province may not work in another. Moving forward, we have two major challenges, communication and education. To address these, we are looking at exploring alternatives to the current tag manufacturer and distributor systems. We hope that a change will allow the CCIA to talk directly to the producer, ensuring he or she has all the information required.

Movement reporting is the third pillar of traceability and achieving this will be a huge undertaking. The CCIA has recently completed the first phase of the auction market research project. The results from this will help us make recommendations on the most efficient way government can support industry in the adoption of animal movement at the auction market level. We will need strong producer and industry leadership as we need to work together with provincial and federal governments to succeed in movement reporting.

CCIA will continue to move forward, but at a speed that will not derail the process. The future in the livestock industry is starting to look a little brighter. The equalizer for the cattle industry and many others will be to continue to access markets around the world while bolstering our domestic demand. I believe a strong traceability system will allow us all to succeed.

Happy trails,

Steve Primrose
Chairman of the Board

Becoming Bilingual/ Formation Bilingue

As a national organization, the CCIA strives to meet the needs of all Canadian producers – providing bilingual services are a part of this. Our website at www.canadaid.ca has been improved to provide French and English messaging for web content and electronic versions of current print publications. In an effort to reach our French producers, the CCIA has also added bilingual staff to the call centre.

“In an ongoing effort to improve our services, we have made the first of many changes to support the various needs of our stakeholders across Canada,” says Kerry St. Cyr, Executive Director of the CCIA.

Canada's federal, provincial and territorial Ministers of Agriculture announced that a mandatory, comprehensive, national system for livestock will be in place by 2011. Currently, traceability is only mandatory in the provinces of Quebec and Alberta. We believe this shift towards traceability is necessary not only for health and safety reasons, but also for economic ones. Traceability provides the means to increase market share for domestic and international markets by creating confidence in our products. A strong and credible traceability program will assist to ensure that Canada remains a leading producer and marketer of beef with stable demand for products at home.

What is traceability?

The CCIA's government liaison, the Canadian Food Inspection Agency (CFIA) states that livestock traceability is the ability to follow cattle from one point in the supply chain to the other, whether backwards or forwards. Livestock traceability systems are based upon three basic elements, or pillars: animal identification, premises identification and animal movement.

The purpose of implementing a traceability system is to ensure the protection of animal health, public health and food safety. This may improve the response time, thereby limiting economic, environmental and social impacts of emergency situations such as disease outbreaks.

All cattle must be identified with a CCIA approved ear tag prior to leaving the farm of origin. Each tag has a unique identification number that is active until the animal is slaughtered or exported. Animal identification was fully implemented in July 2002. By adhering to the national standard on individual animal identification tags, the CCIA has implemented a sustainable identification system that is supported by the Canadian cattle industry and governments.

Having completed the animal identification pillar, the CCIA is now working on the second pillar of premises identification in order to achieve full movement tracking, the third pillar. Premises identification is the assignment of a randomly generated, unique identification number to a physical land location referred to as a PLA ID or PID. Animal movement associates the animal identification number with a location and a time. Movement also requires an efficient data collection system for rapid data acquisition, achieved through the use of RFID tags and automated reading installations. It incorporates historical detail that can then be queried. We are working in collaboration with the provincial governments in order to establish a full national premises identification repository that respects their jurisdictional authorization and will incorporate CCIA generated numbers as well as provincially generated numbers. Through this collaboration, we will be better positioned to achieve full traceability.

Our Business

CCIA administers an efficient and internationally recognized animal identification system under the *Health of Animals Act*. The core of the animal identification program is the regulatory requirement. In the case of cattle, it ensures every head of cattle is individually identified with a unique CCIA identification number tag prior to leaving the herd of origin. This number is then collected by CCIA through the CLTS and is 'active' to the point of carcass inspection or export. CCIA is required to keep unique numbers for 30 years.

The CLTS has evolved and expanded to enable the support of the national traceability initiative (animal identification, premises identification and movement reporting) as well as market access initiatives like age verification.

Producer Support

CCIA operates a national call centre to support producers across the country and delivers field support services to Alberta and Saskatchewan producers. These field services are primarily funded by the respective provincial governments. A tag complaint process has been implemented to allow CCIA to gather credible information on tag retention and related issues. Research into improvements in the tags and other technology is underway and will be ongoing.

Our staff offers information, advice and communications materials to make data entry for CLTS users as simple as possible. An example of this is our new calving booklet offered in French and English. CCIA also publishes an external newsletter containing news, information and event highlights. The CCIA News is distributed to the agriculture industry three times a year. Producers can also find an abundance of helpful material at local tradeshow and on our improved website at www.canadaid.ca.



As part of our business, the CCIA collaborates with an extensive and diverse number of groups. We have significant, ongoing relationships with industry and both federal and provincial governments to develop and enhance the traceability system. We recognize that other groups have implemented and manage traceability data services either under mandate from provincial governments or industry associations. As such, we need to work with these groups to achieve the vision of an integrated national traceability system. By encouraging the industry to find additional value in the data collected in the CLTS, we promote the value of traceability and provide a benefit back to the primary producer.

Some of the Accomplishments in 2009 Include:

The Canadian and Saskatchewan governments partnered to provide funding to the CCIA to help Saskatchewan livestock producers with voluntary traceability initiatives, age verification and traceability support.

The CCIA received federal Growing Forward funding to proceed with Phase One of the Auction Market Research Project.

Federal Growing Forward funding was received to audit the data from the tag distribution network.

The CCIA entered into an information sharing agreement with the Canadian Cattlemen's Association for the development and implementation of a national, voluntary, web-based data exchange system called the Beef InfoXchange System (BIXS). BIXS will facilitate the consensual sharing of specified information among BIXS participants in the Canadian beef industry. Voluntary BIXS participants will record regulatory, value added and carcass information within the CCIA database, the CLTS.



"As another year comes to a close, I'd like to take this opportunity to thank the CCIA's staff and membership for continuing to come up with innovative ideas in moving towards our goal to make Canada a world leader in livestock traceability. While there will always be challenges in such a massive undertaking, we've made great headway in developing a system that's a good fit for Canadian producers, industry and governments. By working together in this unique partnership, I think we're headed in the right direction. It's been a pleasure and I'm looking forward to working with all of you for many more years."

Susie Miller, Co-chair, Industry-Government Advisory Committee
Director General, Food Value Chain Bureau, Agriculture and Agri-Food Canada

Auction Market Research Project

The CCIA received federal Growing Forward funding to proceed with Phase One of the Auction Market Research Project. The work that began on September 1, 2009 will result in a final report detailing the costs and benefits of implementing the RFID system enabling traceability at the speed of commerce in the auction market industry.

There were nine auction markets in the project, one of which contributed data from a pre-existing system and eight that had newly installed systems. The broad cross-section of markets enabled the CCIA to implement numerous systems from multiple vendors taking into consideration different size markets and physical layouts that supported and validated the data collected.

"The breadth and depth of the project allows for validated data that will support the ultimate conclusions. The cooperation of the industry was the primary success factor, without the auction markets on board, this project would not have been possible."

Donna Henuset, Project Manager for CCIA

The Research Outlined:

Traceability requires the capture and transfer of cattle RFID ear tag numbers to CCIA's database through the use of electronic readers at each movement site. The objective of Phase One in the Auction Market Applied Research Project was to determine if RFID systems were currently commercially available and functionally viable to support accurate and efficient RFID tag reads of animals at auction market facilities. The reader systems were evaluated on:

- The impact on business process efficiency and effectiveness.
- The collection and dissemination of the RFID tag number to the CCIA database for movement reporting with a high level of accuracy and reliability.
- The impact on the speed of commerce to the auction market.
- The impact on animal and employee health and safety.

Additionally, this project will identify the business case on feasibility and the cost/benefit to industry and government for implementation for hardware and software that enables traceability. It is directed at the auction mart level as per the Cattle Implementation Plan for the livestock markets segment.

The report will:

- Deliver an opinion on the feasibility of the existing hardware/software supporting full traceability.
- Identify the positives and constraints of each RFID scanning system.
- Make recommendations for Phase Two of the applied research in regards to modifications to RFID systems to achieve maximum efficiency and accuracy.

Data Collection Process Highlights:

- In 2009, CCIA installed eight new hardware systems from vendors: Aleis, Allflex and Destron.
- Viewtrak Technologies custom developed the software for the test environment.
- The project worked with Alberta's leading applied statistician, Peter Ehlers for the correlation and assimilation of the data.
- Field Research Associates (FRAs) worked in each market to enter the group sizes, observed the cattle moving through the alleys, reported on data and submitted the reports to the CLTS database.

The full report will be available online at www.canadaid.ca



Tags

It has become apparent that tag retention is a leading issue in the minds of producers and stakeholders. Decreased retention rates jeopardize the entire system and cost producers time and money so tag retention is a key element to review. To do this, CCIA has posted the Tag Complaint Form (available at www.canadaid.ca) to collect facts around tag retention complaints. This form will be the starting point for investigations and hopefully solutions. Tag retention is most successful when producers use best management practices, proper equipment, use the tags and application tools correctly, as well use plain common sense.

Technology Updates

In 2009, Paul Laronde joined CCIA to research issues with tag technology and retention and to provide technical expertise on tag and reader technologies. Paul brings 15 years of technical and management experience to the position. He will also review and improve the quality assurance procedures and processes for tags and readers as well as investigate emerging technologies that may benefit the livestock industry. Currently, the CCIA has six approved RFID tag options for use in the Canadian Cattle Identification Program.

Paul's Research Focuses on Five Main Areas:

- Tag quality control (retention and readability)
- Tag standards
- Technical projects
- Technical consulting
- Tag reader conformance and performance standards

As part of this work, CCIA conducted an Approved Tag Audit in late 2009. This Audit will now be conducted yearly to assess compliance of currently approved tags to CCIA Standards. Tags are purchased through commercial channels, just as producers would acquire them. This ensures that testing is being performed on the same product available to the market. The tag numbers are withdrawn from the database (as per CCIA protocol) as they have official numbers but will not be used on animals. The tags are then put through a set of physical and electronic testing. These tests are the same as the ones used for new tags that apply for entrance into our program by the manufacturers. When this year's testing is complete the results will be shared with respective tag manufacturers. Manufacturers, not CCIA, are responsible for the costs involved in the annual test.

"Implementing recommendations from this study will ensure that technology remains effective and will advance traceability initiatives in Canada."

Paul Laronde, Tag & Technology Coordinator

One of our biggest achievements in 2009 was bringing the CLTS in-house. With this change the CCIA gained enhanced quality control, can address concerns on a more timely basis, and has allowed business intelligence to be gathered to better align the system needs with industry. The CCIA is continually looking for ways to improve the CLTS. As part of this, the following enhancements were made in 2009:

Birth Date Validation – The process of age verification is now streamlined to prevent duplicate birth date events on the same tag. This also prevents the existence of a birth date event that occurs after an animal event.

Replaced Tag Event – A producer can now register a new event titled ‘replaced’ for a newly applied tag number in the event that a purchased animal’s tag and/or tag number is not known. The ‘replaced’ event automatically indicates that the buyer did not originally own the animal.

Breed Information on the Export Manifest – If a breed designation has been applied to a tag during the age verification process, that breed will now appear with the tag number on the export manifest.

Account Search Functionality – The search functions in the CLTS were modified to continue to enable commerce, while respecting security and privacy obligations.

Animal Age Calculation by Calendar Month – The previous method of calculating the birth date of an animal was based on a thirty-day month. This has now been changed to meet CFIA requirements by calculating the birth date based on the calendar month.

Currently, the CCIA provides CLTS web services for approximately 147 clients in areas including premises management, account management, user management, animal searches and birth date related functions.

Upgrades to the CLTS also included enabling additional Internet browsers like ie8 and Safari. The system was reorganized to optimize performance on all types of Internet service, including dial-up. The CCIA is also launching a faster, simpler version of the system called CLTS Lite. This allows producers to log into a lighter, more basic version of the system without having to wait for graphics to load.

Through 2009, CCIA remained committed to internal and technological restructuring to better serve the needs of our commodity stakeholders. Recent improvements include the expansion of call centre hours from 6:00 a.m. to 6:30 p.m. MST. The website at www.canadaid.ca was also ‘slimmed down’ to enable users with dial-up connections to access the website content in a more time efficient manner.

We thank you for your patience as we continue to support the commercial interests and information needs of the agricultural industry and government.

Bison Partnership

The Canadian Bison Association (CBA) industry became involved with traceability two decades ago. In the 1990s, bison herds were controlled through a Captive Ungulate Policy, which regulated the identification of individual bison and the movement of those animals. In 1997, the bison industry implemented a system of Record of Movement forms that required the producers to identify their bison and record any movement of those animals. Completed forms were shared with the Regional Federal Veterinarian's office.

With the growing number of bison, the former paper-based system became more difficult to manage. In 2000, representatives of the bison industry collaborated with CCIA officials to gain access to their services. This included allocating identification numbers and providing data collection and analysis services. Due to the history of bison traceability, there was very little effort needed to comply with the CCIA requirements and a mandatory program was implemented on January 1, 2001. Because the regulatory requirements for animal identification are the same for both cattle and bison, it developed into a successful partnership. When CCIA agreed to provide database services for CBA, they requested a position on the CCIA board and were granted temporary observer status. This quickly progressed to full board status.

Despite the fact that CCIA controls tag number allocation, the bison industry remains the sole distributor of bison tags. This process works for both CCIA and the bison industry.

"As our two organizations have come together to work collectively and share the same goals, this partnership has been mutually beneficial."

Terry Kremeniuk, Canadian Bison Association.

The CCIA continues to work with other species groups to provide traceability services across the agriculture sector.



The CCIA Participates in the Following Committees:

Cattle Implementation Plan Working Group

The work group, made up of industry and government, has proposed a phased-in approach to full traceability (based on move-in reporting) by January 1, 2013.

Industry (Appointed by CCIA and IGAC)

- Tony Saretsky – CCA
- Steve Primrose, Kerry St.Cyr – CCIA
- Larry Witzel, Rick Wright – LMAC
- Glenn Cherry – NLID

Governments

- Richard Robinson – CFIA
- Andre Dagenais / Gordon Cherwoniak – AAFC
- Rick Frederickson – AARD
- Don Blakeley – OMAFRA

Industry Government Advisory Committee (IGAC)

CCIA is a participant of the IGAC committee and sends Dan Darling, VP of the Ontario Cattlemen's Association on its behalf. IGAC is a consultative body made up of industry and government representatives from many sectors as well as the federal and provincial governments. There are currently a number of work groups focused on finding acceptable solutions for issues such as information and cost sharing.

Age Verification Working Group (AV)

The AV group has a mission to provide clear recommendations for a functional and accurate age determination system to strengthen the Canadian cattle industry and respond to the needs of the various parties.

Industry

- Brian Nilsson – Co-CEO, XL Beef/Nilsson Bros
- Steve Primrose – Chair, CCIA
- Kerry St Cyr – Executive Director, CCIA
- Derek Hill/ Brian Groten – Cargill
- Erik Butters – Director, CCA
- Tony Saretsky – Representative, CCA
- Larry Witzel – Member, Livestock Marketing Association of Canada

Government

- Dan Lutz – Director, Integrated Traceability, AAFC
- Fred Gorrell – Director General, Market Access Secretariat, AAFC
- Gordon Cherwoniak – Traceability Officer, Integrated Traceability, AAFC
- Dr. Gordon Kopp – A/Regional Director, CFIA
- Dr. Gary Kruger DVM – Veterinary Program Specialist, CFIA
- Richard Robinson – Manager, Identification and Traceability Programs, CFIA
- Dr. Keith Lehman – Senior Advisor, Market Access Technical Unit, CFIA
- Dr. Gary Little – Senior Staff Veterinarian, CFIA
- Don Blakely – Beef Quality Assurance Program Lead, OMAFRA
- Brent McEwan – Executive Director, Traceability, AARD
- Jake Kotowich – Manager, Traceability, AARD

Technical Advisory Committee (TAC)

Chaired by Dr. Pat Burrage, the TAC is structured to provide a forum for discussion of technology and information management and to make recommendations to the Board of Directors for changes or improvements that affect the CLTS and agricultural traceability in Canada.

- Dr. Pat Burrage – Canadian Vet Medical Association
- Rick Frederickson – ARD
- David Moss – LIS
- Yvonne Tollens – Computer Aid
- Jean-Sebastian Roy – FBPQ
- Nick Albu – OnTrace Agri-Food Traceability Inc.
- Katie Lowe – BC Chicken Marketing Board
- Martin Chernenkoff – Viewtrak Technologies Inc.
- Jeff Clark – CPC
- Mac Cole – CMC
- Jean-Sebastien Rioux – ATQ
- Dr. Brian Wildman – Feedlot Health
- Kerry St. Cyr – CCIA
- Gordon Cherwoniak – AAFC
- Nanita Blomquist – CCIA
- Bilal Kabalan – CCIA
- Eric Aubin – CFIA
- Sean McKenzie – Canadian Sheep Federation & Canadian National Goat Federation
- Bob Gordanier – Ontario Cattlemen’s Association

Finance Committee

Chaired by Terry Kremeniuk, the Finance and Audit Committee have a mandate to assist the Board of Directors in fulfilling its fiduciary responsibilities in regards to financial reporting; internal control systems; risk management; setting financial targets, operating and capital budgets and recommending to the Board changes to financial policies and procedures.

- Terry Kremeniuk – Canadian Bison Association
- Dan Darling – Canadian Cattlemen’s Association
- Darcy Eddleston – ABP

Acronyms

- AAFC – Agriculture and Agri-Food Canada
- AARD – Alberta Agriculture Rural Development
- ABP – Alberta Beef Producers
- ACF – Alberta Cattle Feeders
- ARD – Alberta Rural Development
- ATQ – Agri-Traçabilité Québec
- BCCMB – British Columbia Chicken Marketing Board
- CBA – Canadian Bison Association
- CCA – Canadian Cattlemen’s Association
- CCIA – Canadian Cattle Identification Agency
- CFIA – Canadian Food Inspection Agency
- CMC – Canadian Meat Council
- CNGF – Canadian National Goat Federation
- CPC – Canadian Pork Council
- CSF – Canadian Sheep Federation
- CVMA – Canadian Veterinary Medical Association
- FBPQ – Fédération des Producteurs de Bovins du Québec
- FHMS – Feedlot Health Management Services
- IGAC – Industry Government Advisory Committee
- LIS – Livestock Identification Services
- LMAC – Livestock Marketing Association of Canada
- NLID – National Livestock Identification for Dairy
- OCA – Ontario Cattlemen’s Association
- OMAFRA – Ontario Ministry of Agriculture Food and Rural Affairs
- TAC – Technical Advisory Committee

Board Members 2009



Steve Primrose, Chair
Rep: Canadian Livestock Dealer's Association



Rick Wright, Vice Chair
Rep: Livestock Marketing Association of Canada



Terry Kremeniuk, Finance Chair
Rep: Canadian Bison Association



Dan Darling, Director at Large
Rep: Canadian Cattlemen's Association



Darcy Eddleston, Director at Large
Rep: Alberta Beef Producers



Jack de Boer
Rep: Alberta Cattle Feeders



Joe Bouchard
Rep: Manitoba Cattle Producers Association



Dr. Pat Burrage
Rep: Canadian Veterinary Medical Association



Glenn Cherry
Rep: National Livestock ID for Dairy



Mac Cole
Rep: Canadian Meat Council



Art Devick
Rep: British Columbia Cattlemen's Association



Gib Drury
Rep: Quebec Cattle Producers' Federation (FPBQ)



Mark Elford
Rep: Saskatchewan Stock Growers Association



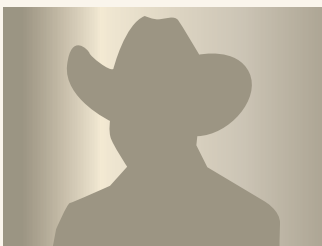
Bob Gordanier
Rep: Ontario Cattlemen's Association



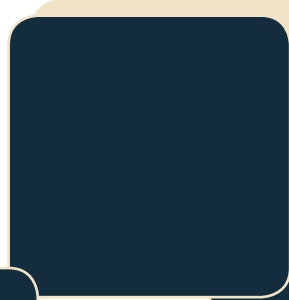
Gord Hardy
Rep: Canadian Cattlemen's Association



Pat Hayes
Rep: Canadian Cattlemen's Association



Sherri Marthaller
Rep: Canadian Meat Council





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