

## CCIA EXPANDING ONLINE USER SUPPORT

### FOR IMMEDIATE RELEASE

Sept. 14, 2010

**Calgary, AB** – The Canadian Cattle Identification Agency (CCIA) is pleased to announce a new Canadian Livestock Tracking System (CLTS) Resource Centre. The Resource Centre provides one convenient location for all user information. The Resource Centre includes an online user guide, templates and tools to use for information upload, frequently asked questions, software resources, current news, links and feedback channels.

“The Resource Centre is like a roadmap to the CLTS. All the information and resources are designed to help simplify a user’s experience,” says Darcy Eddleston, CCIA chair.

One of the unique features of the Resource Centre is a five-star rating system for articles and information that is provided on the site. For each section of the Resource Centre, users are able to vote once on how useful they found that section. The CCIA works to continually improve the CLTS experience and is ready to respond to the feedback provided.

“This is an easy way for users to provide feedback. We want people to share their ideas and let us know how valuable the information we provide can be,” concludes Eddleston.

The new site also offers PDF formatted documents for easy download or to save on your own system. In an ongoing effort to improve services and develop the system, the CCIA will continue to enhance the CLTS experience and help producers work more efficiently and effectively with the site. To log on to the CLTS or explore the Resource Centre visit [www.ccia.livestockid.ca](http://www.ccia.livestockid.ca).

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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 cattle identification program for the cattle industry and works with the Canadian Food Inspection Agency to ensure the food safety of the Canadian cattle industry.