



Canadian
Cattle
Identification
Agency



**A Report
to
the Community**

2006/2007

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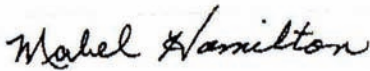
MESSAGE FROM THE CHAIR

The value of the Canadian Cattle Identification Agency (CCIA) has been demonstrated over and over again, and especially in 2006 through the release of the Canadian Livestock Traceability System (CLTS), transition towards RFID technology and introduction of a superior Age Verification program. With systems and initiatives like these, the CCIA has fast become one of the most highly regarded animal identification and traceability programs in the world, turning the attention of Canada's trading partners to us for insight into managing animal health and food safety.

But, the continued success and recognition of the CCIA and our programs would not be possible without each industry sector working together to maintain our global advantage, and furthermore, provide recommendations that will meet and exceed our mandate to develop a comprehensive and efficient national identification program. As the CCIA continues to grow and offer more services; Premises Identification, Group and Lot Identification, Zoning, Movement and Sighting just to name a few, the industry can be assured that we will remain committed to working with all sectors of our livestock industry to keep these programs cost-effective, efficient and, most importantly, run by the industry.

On behalf of the CCIA Board of Directors, thank you for your continued support. We are looking forward to continue building on our successes with you in 2007.

Best Regards,



Mabel Hamilton

Mabel has represented producers on the board of the CCIA since its inception, and for the past three years, has served as the Chairman. A teacher by trade, her concern for the well-being of the cattle industry has remained at the forefront of every Board she has served on; Chair of the Beef Information Center, Canadian Beef Breeds Council and the Canadian Angus Association. Mabel was also an executive member of the Canadian Cattlemen's Association.

Mabel and her family own and operate Belvin Angus Farm in Innisfail, Alberta. Through extensive showing and marketing, Belvin genetics can be found in 12 countries.

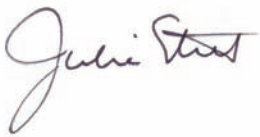
MESSAGE FROM THE EXECUTIVE DIRECTOR

As a world leader in animal identification and traceability, the Canadian Cattle Identification Agency (CCIA) continues to provide invaluable identification and trace back services to the cattle industry and government. To date, we have successfully implemented the majority of the Post-BSE recommendations and database enhancements identified by our international trading partners, government, and the industry. As we have seen throughout 2006, these enhancements have helped to re-open market access, ensure consumer confidence and increase our global presence.

With the increasing need for an accurate animal identification and traceability system, the CCIA will continue to focus on our mandate to: meet the requirements of traceability, including Animal Identification, Premises Identification and Animal Movement; protect Canada's animal health and food safety; maintain our role as a world leader, and; build on the already successful CLTS infrastructure, offering additional Value-Added services, as requested and required by the cattle industry.

Our commitment to be led by the industry will remain, and we will continue to work with all sectors of the livestock industry and government to build on the successes we have achieved to date and determine the short and long-term vision for our Canadian Livestock Traceability Program in Canada.

Sincerely,



Julie Stitt
CCIA Executive Director

As Executive Director of the Canadian Cattle Identification Agency, Julie has been working with industry and government organizations to develop, implement and administer the National Livestock Identification and Trace back Program for animal health and food safety within Canada.

Julie has worked with several Canadian Breed Associations and Canadian Cattle Associations to manage their Breed Improvement and Research and Education programs, and improve relations with key American counterparts. Since graduating from the University of Saskatchewan with an honors degree in Animal Science, Julie has been directly involved in many aspects of the beef industry and continues to serve on a number of Technical and Advisory committees within the livestock industry.

AUDITOR'S REPORT



BDO Dunwoody LLP
Chartered Accountants
and Advisors

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Calgary Alberta Canada T2P 3W2
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Auditors' Report

**To the Members of
Canadian Cattle Identification Agency**

We have audited the statement of financial position of Canadian Cattle Identification Agency as at December 31, 2006 and the statements of changes in net assets, operations and cash flows for the year then ended. These financial statements are the responsibility of the Agency's management. Our responsibility is to express an opinion on these financial statements based on our audit.

We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we plan and perform an audit to obtain reasonable assurance whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation.

In our opinion, these financial statements present fairly, in all material respects, the financial position of the Agency as at December 31, 2006 and the results of its operations and its cash flows for the year then ended in accordance with Canadian generally accepted accounting principles.

BDO Dunwoody LLP

Chartered Accountants

Calgary, Alberta
February 7, 2007

BDO Dunwoody LLP is a Limited Liability Partnership registered in Ontario

CORPORATE PROFILE

Executive Board Members



Mabel Hamilton - Chair
Canadian Beef Breeds Council

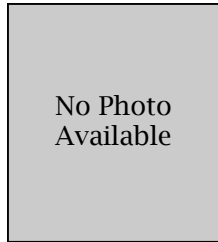


Steve Primrose - Vice Chair
Canadian Livestock Dealers & Order
Buyers

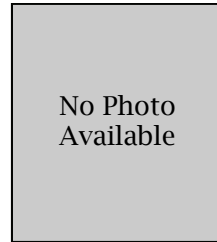
Board Members



Dr. Ted Shacklady
Canadian Vet
Medical
Association



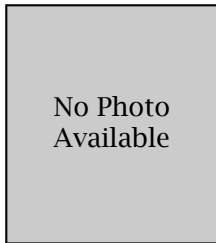
Aaron Fehlauer
Canadian Meat
Council



Rick Wright
Livestock Market-
ing Association
of Canada



Glenn Cherry
Livestock
Identification
for Dairy



Gib Drury
Quebec



Rick Burton
Alberta Beef
Producers



Jack de Boer
Alberta Cattle
Feeders



Roger Griffiths
Ontario
Cattlemen's
Association



Joe Bouchard
Manitoba Cattle
Producers



Gord Hardy
Canadian
Cattlemen's
Association



Tony Saretsky
Canadian
Cattlemen's
Association



Terry Kremeniuk
Canadian Bison
Association



Mac Cole
Canadian Meat
Council

CORPORATE PROFILE

CCIA Technical Committee

Mac Cole, Cargill Better Beef
Mabel Hamilton, Canadian Cattle Identification Agency
Tracy Gardner, Canadian Cattle Identification Agency
Sherri Marthaller, Cargill
Brett McConkey, Canadian Cattle Identification Agency
Dave Moss, Livestock Identification Services
Adam Pawliuk, Clarkston
Ken Perlich, Alberta Auction Marts Association
Steve Primrose, Canadian Cattle Identification Agency
Yvonne Tollens, Computer Aid
Dr. Brian Wildman, Feedlot Health

CCIA Home Office Staff

Julie Stitt, Executive Director
Brett McConkey, Chief Information Officer
Nadine Meade, Operations Manager
Erin Marteniuk, Communications Coordinator
Leona Friske, Administrative Coordinator
Corina Wylie, Accounting/Administrative Assistant
Tracy Gardner, Technical Field Specialist
Jennifer Harder, Audit Analysis/Customer Service Representative

Cameron Nikitiuk, Systems Administrator/Customer Service Representative
Allan Yuen, Customer Service Representative
Celeste Carruthers, Customer Service Representative
Karen Durward, Customer Service Representative
Kelly McLaren, Customer Service Representative
Krystal Beaudoin, Customer Service Representative
Tammie McKie, Customer Service Representative
Claudia Young, Receptionist

Mobile Field Representatives

Jolayne Manning, Lethbridge/Medicine Hat
Jennifer Sinclair, Red Deer/Ponoka
Tammy Isert, Vermillion/Lloydminster
Bernice Rennie, Clyde/Drayton Valley
Cindy Humphrey, High River/Fort Macleod
Troy Maclean, Strathmore/Brooks
Nanita Bloomquist, Stettler/Hanna



The Canadian Cattle Identification Agency (CCIA) is a non-profit industry led organization established in 2001 to trace and eliminate sources of disease and food safety concerns in the Canadian cattle herd. This efficient trace back system also continues to maintain consumer confidence and market access for the Canadian beef industry.

A YEAR IN REVIEW

January 4th marked an important date for the CCIA in 2006, when after much planning and developing, the agency released the new Canadian Livestock Tracking System (CLTS). This system, designed with the functionality of the previous database, includes the completed traceability modules such as Age Verification, Premises Identification, RFID, and Movement & Sighting, and has the capabilities to add new Value-Added services in order to further enhance the CCIA's traceability program. Since its release, the CLTS has provided the cattle industry with a reliable and integral method of information keeping in order to re-open and keep international and domestic markets open to Canadian beef exports.

Program Activity

With more than 56 million unique identification number now allocated or sold to tag manufacturers across Canada, the CCIA has seen a tremendous positive response to the industry's animal identification and traceability initiative in 2006. To date, CCIA has processed over 202 million events within the system, an average 3.6 million tag events per month or 120,000 per day. Of the tag numbers allocated, over 44 million have been assigned to beef, 372,200 to bison, nearly 3.2 million to dairy, 2.76 million to sheep, and over 5.5 million to Quebec. More than 43 million tags have been distributed to approved Tag Dealers throughout Canada; over 42 million then issued to Canadian producers. Approximately 11.7 million tag numbers have been retired from the system, primarily from slaughter plants across Canada.

Transition to RFID

With the ever increasing need for accurate identification and trace back information, the CCIA Board of Directors, adhering to Post-BSE recommendations, passed the following resolution in 2006 to aid in the transition to RFID Technology with the Canadian cattle herd:

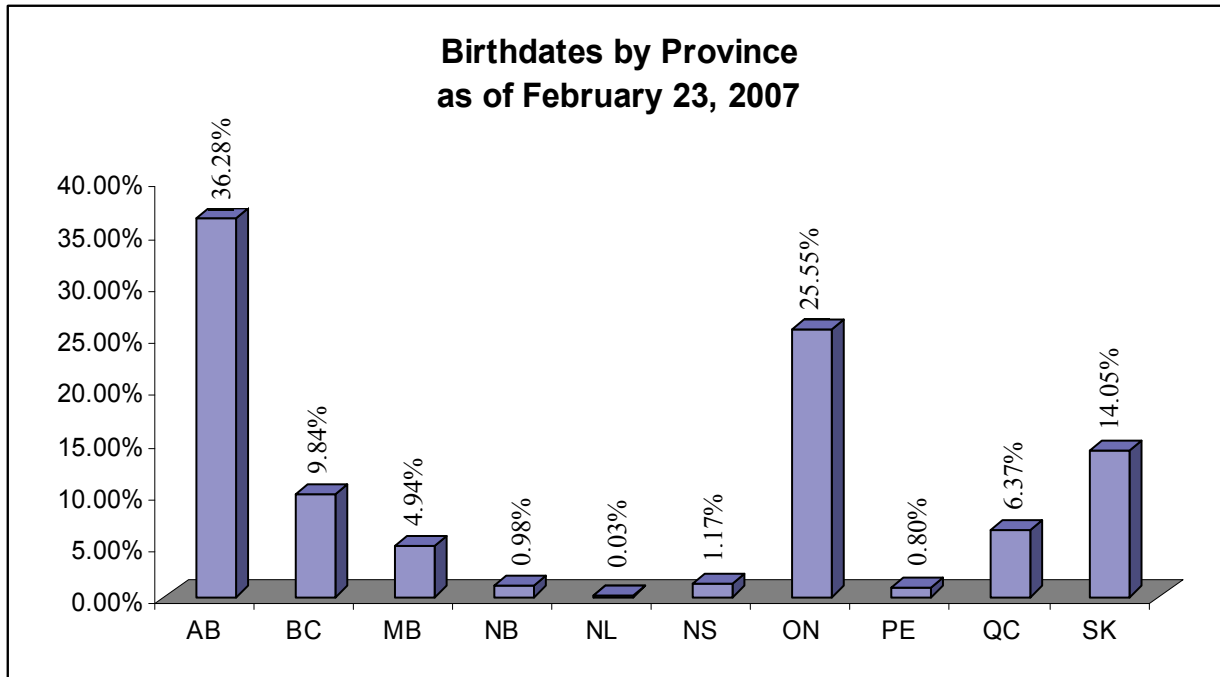
As per CCIA policy, as of September 1, 2006 all cattle leaving their herd of origin must be tagged with a CCIA approved RFID tag. In order to facilitate the transition to RFID, bar code tags will continue to be recognized until at least December 31, 2007, and in mature breeding stock indefinitely.

The CCIA strongly encourages producers to ensure that all cattle leaving their herd of origin and going to any co-mingled environment, such as fairs, rodeos, exhibition sites, test stations, veterinarian clinics, etc. (unless going to an approved tagging site), be tagged with a CCIA approved RFID tag.

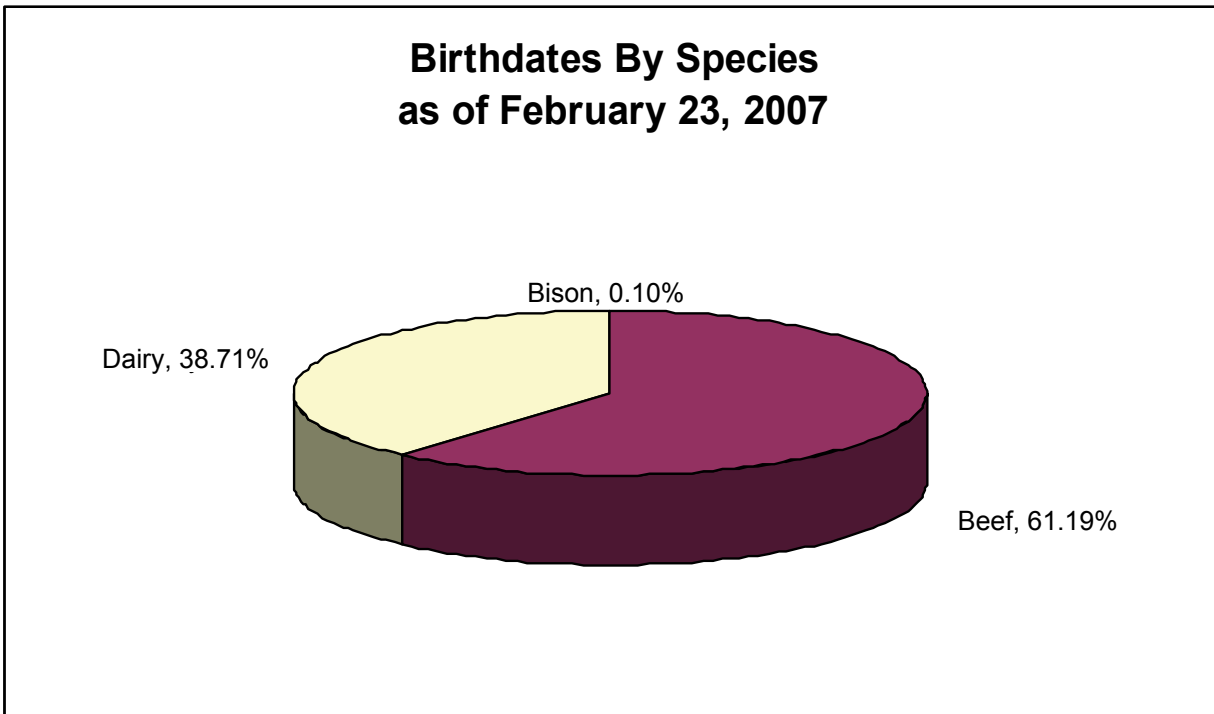
Age Verification

Since introduced to the cattle industry in 2002, more than 3.7 million birth dates have been submitted to the CLTS. The Age Verification (AV) program, which is a voluntary and free of charge program, involves the association of animal birth date data with an animal identification number (tag or group), and is supported and accepted by the Canadian Food Inspection Agency (CFIA) as an alternative to dentition for domestic meat inspection purposes, and live animal or meat exports. Contributions made by producers has helped to make the CCIA Age Verification program a success and maintain the industry's integrity within the export market.

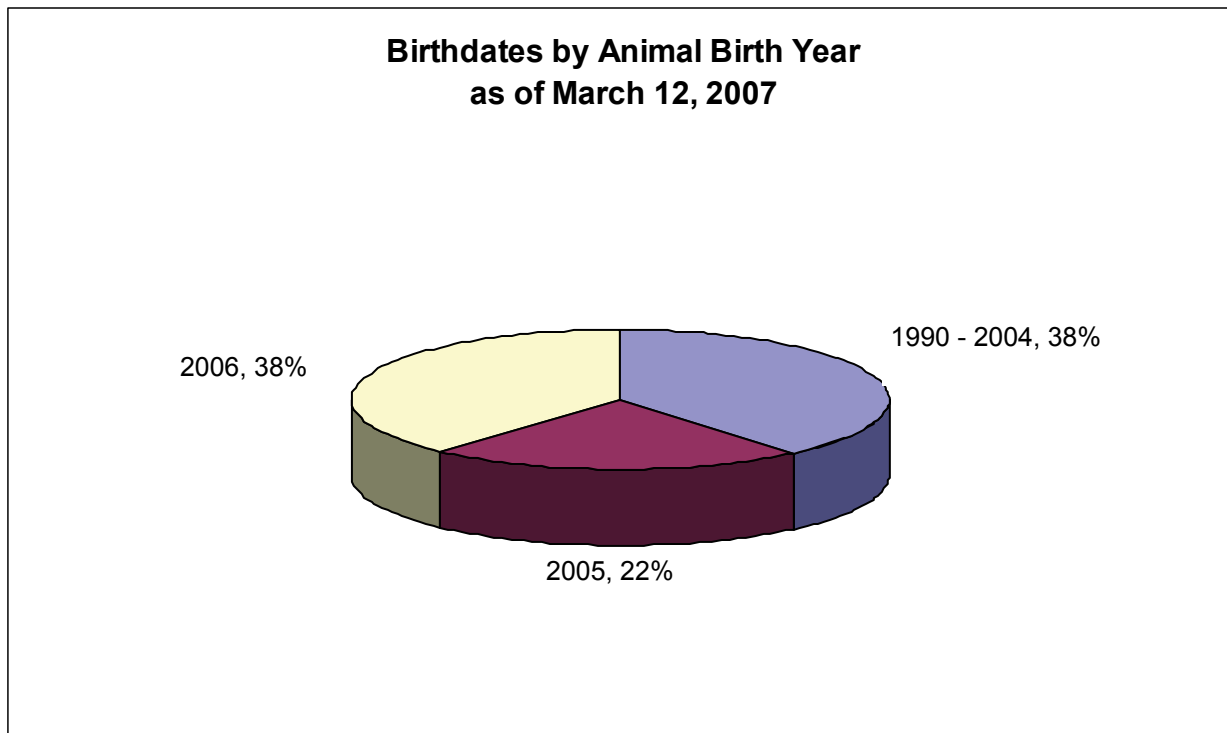
Percentage of Age Verification records submitted by province:



Percentage of birthdates by species:



Percentage of birth date submissions by animal birth year:



Age Verification Audits

Many of Canada's international trading partners are proposing Age Verification information as a pre-requisite for export. As such, the CFIA, CCIA and Agriculture and Agri-Food Canada (AAFC) are working together to conduct, review and evaluate the industry's Age Verification program, as required by international markets in order to keep market access open to Canadian beef exports. These Age Verification audits have been carried out to ensure that the integrity of the information submitted to the database is sustained.

The audit process began in December 2006 with the CCIA sending out a letter of intent to 478 randomly selected producers across Canada. Follow up is currently being done by the CCIA Audit Analysis in order to clarify information and assist producers with the audit process. The audits are expected to be completed by March 2007.

Provincial Age Verification Initiatives

With the ever increasing need for Age Verification in the Canadian cattle herd, the CCIA has partnered with Alberta Agriculture (AAFRD) to implement the following initiatives within the province of Alberta:

1. **Producer Workshops**
The CCIA is facilitating producer workshops and meetings at auction marts, feedlots, field days, etc. to demonstrate the Age Verification system and assist producers with uploading data into the system.
2. **Mobile Field Representatives (MFRs)**
Together with the AAFRD, the CCIA hired eight (8) Mobile Field Reps to: i) help liaise between auc-

tion marts, producers and CCIA staff; ii) share information with industry stakeholders regarding policy deadlines, Age Verification, reader and tag technology; iii) provide industry stakeholders with assistance in the use and selection of RFID readers, software and Value-Added components; iv) work with industry stakeholders to trouble shoot processes and ensure efficient operating protocols; v) organize and facilitate regional producer meetings to assure ongoing producer education. These MFRs report directly to the CCIA Technical Field Specialist and are posted throughout the province of Alberta. Since their date of hire, MFRs have proven to be a great addition to the CCIA team.

Moving forward with the Age Verification program, the CCIA continues to work with provincial associations, the CFIA and AAFRD to address the logistical issues and evaluate the pros and cons of implementing a mandatory national Age Verification program.

Packing Plants and Abattoirs

To assist large packing plants with Age Verification, the CCIA has developed a methodology to provide plants with access to real-time birth date information. Currently, plants rely on the Internet for real-time Age Verification. The new process will involve an automated means to validate and audit the data at the packing plant in order to ensure that the integrity of the data has not been affected. The CCIA, along with the five major Canadian beef packers (Lakeside Foods in Brooks, AB, Cargill Foods in Calgary, AB, Better Beef in Guelph, ON, Excel Foods in Calgary, AB and Excel Foods in Moose Jaw, SK) are continuing to investigate additional strategies to retrieve AV information as well as implement programs and protocol to ensure effective data collection and submission of CCIA retirement data directly to the database.

Reporting of electronic and complete tag retirement information from all provincial packing plants is strongly encouraged by the CCIA. The CCIA has been working to establish an accepted methodology for the retirement of tags that can be reported electronically. To evaluate the success of this methodology, the CCIA will conduct retirement audits on all contributing provincial plants, starting with Alberta.

Premises Identification

The CCIA has begun to review and support a national approach to Premises Identification (Premises ID) within Canada's traceability system. Premises ID consists of a unique identification of a physical location, as described by the legal land description. Also available in the CLTS, producers can incorporate geo-coordinate information with their Premises ID. Premises ID will assist the CFIA and CCIA with specific location information in the event of an animal health issue.

With funding from Agriculture and Agri-Food Canada (AAFC) and support from the provincial land registries and Prairie Farm Rehabilitation Administration (PFRA), the CCIA is working to encourage producers to report their premises information and keep all other information updated in the database. Currently, producers can register their premises information on a voluntary basis.

Industry/Government - Traceability

The Federal/Provincial/Territorial (FPT) Traceability Task Team and Ministers continue to emphasize the need to move forward on traceability. In June 2006, FPT Ministers proposed the creation of the Industry-Government Advi-

sory Committee (IGAC), consisting of representatives from the cattle industry, including the CCIA. In their June announcement FPT Ministers confirmed their commitment to phasing-in an enhanced National Agriculture and Food Traceability System (NAFTS) applicable to all livestock and poultry. The IGAC group held its first meeting in August 2006 and continues to meet on a regular basis with the objective of developing an industry-government endorsed implementation plan for the livestock and poultry component (National Livestock Traceability System) of the NAFTS. Implementation for the infrastructure of this multi-commodity Premises Identification is set for December 2007.

The CLTS is a multi-species database and has the support from over 130,000 producers across Canada. While continuing to meeting international and domestic requirements for ID and traceability, the CCIA will remain committed to its mandate to protect the Canadian livestock industry in the event of any animal health or food safety emergency and ensure an increase in market access. Over the next few years, the Canadian Livestock Identification Agency (CLIA) and CCIA will work together to develop the basic minimum performance standards, as accepted by all livestock species, for Animal Identification, Premises Identification and Movement, and present these standards to the IGAC committee on behalf of industry.

With the commitment from all livestock species to build on the Canadian Livestock Traceability System (CLTS) in Canada, the CCIA has the opportunity to remain global leaders and work together to lead the traceability initiative and protect the health of our livestock industry in Canada.

Movement & Sighting

The Movement and Sighting (M&S) Module was completed and introduced at the time of the CLTS release in January 2006. This module is able to capture M&S events, such as herd move-in and move-out data, and is associated with a valid Premises ID, account number and tag number. Producers can voluntarily submit any movement data to the database.

To further enhance Canada's traceability program, both Federal and Provincial governments (Ministers of Agriculture (FPT)) are encouraging a National Traceability Policy, which includes full animal movement tracking. With this in mind, it is becoming increasingly important for the CCIA and the cattle industry to develop a realistic strategy and continue to lead this effort. As such, a Draft Industry Animal Movement Strategy was developed by the Canadian Cattlemen's Association (CCA) and the CCIA, as per a CCIA Board of Directors resolution passed in September of 2006. The strategy, which clearly outlines the guidelines and position of the cattle industry in regards to full animal movement recording, was recently approved by the CCIA Executive for circulation to industry and government (Industry Government Advisory Committee (IGAC)) for discussion and feedback. In addition, the CCIA is working with the Canadian Bison Association (CBA) to conduct an animal movement and tracking pilot project.

Group and Lot Identification

The CCIA is coordinating efforts with the Canadian Pork Council (CPC) and the poultry industry to finalize requirements and move forward with the Group Lot development.

Value-Added

Recognizing the industry's ongoing requests for value-based data assistance, the CCIA has introduced the Value-Added module within the CLTS. This module permits groups (i.e. pure bred associations, Verified Beef Production,

etc.) to manage and make available to their members Value-Added information, such as the BVD vaccination program. The module consists of a customized Value-Added protocol, in which the definition of data attributes can be tracked (existing and custom) and shared with all participants in a protocol.

Zoning

Together with the Canadian Animal Health Coalition (CAHC), under their AAFC funding agreement, the CCIA has defined the functionality of a proposed Zoning module within the West Hawk Lake (WHL) region. Already, a Zoning pilot project has been developed, and the first phase of the module was released in early December 2006. Prior to its release, the CCIA maintained medical Zoning events based on the Rocky Mountain National Park (RMNP) zoning project.

Disaster Recovery

Based on the increase in the number of users and the recommendations provided by the Post-BSE International Review Committee, the CCIA, in agreement with the AAFC, purchased equipment to initiate the first step in a highly reputable Disaster Recover system. The system meets the industry's minimum requirements for data recovery, ensures the protection of all data and permits resumption of service.

Technology

The CCIA Standards, Procedures and Testing documentation has undergone a complete review by both the Technical Committee and external experts. There are now three individual documents for the standards; one for tags; one for readers; and one for field trials. The purpose of the review is to ensure that the technology that is evaluated and approved meets the increasing standards and performance requirements and continues to meet all industry sector needs. The CCIA Board of Directors will continue to revise the Standards, Procedures and Testing document and look for and evaluate new technologies as they emerge to ensure they meet the needs of the livestock industry.

To further educate and provide industry sectors with up-to-date information, the Technical Committee hosted a workshop in early 2007 for all Tag Manufacturers. This meeting was set to explain the new standards and provide a forum for tag technology information exchange. The meeting was well-received, with all participants agreeing to continue working with the best interests of the program in mind.

RCMP/Provincial Police Investigations/Strays

The CCIA is working with producers and brand inspectors to respond to the number of inquiries regarding stray animals. Since September 2006, the CCIA has assisted these industry sectors in the return of over 100 stray animals and continues to assist the RCMP and/or Provincial Police investigations with fraud and criminal investigations. Information is provided only under secure and confidential protocol as agreed to between industry sectors and the CCIA.

ID Regulations/Enforcement

In 2006, the National ID program reached its goal to achieve a high level of producer compliance without the need for a major enforcement effort. As reported by the CFIA for 2006, just under 230 Administrative Monetary Penal-

ties (AMPs) were issued to producers in Canada, after over 9300 cattle/bison sites and 1882 sheep sites were inspected. Of the AMPs issued, 203 were initiated to cattle producers, 24 to sheep producers and three to bison producers. These results have continued to demonstrate a high level of compliance (99.13% for cattle producers, 96.93% for bison producers and 95.56% for sheep producers) without the need for a major enforcement effort.

With the re-opening of international borders in 2005, the CFIA also placed a priority on increasing enforcement within: 1) Tag Dealer compliance to receive timely and complete reporting of data; 2) reporting of all export and import information to the database within 30 days; 3) reporting of all retirement data to the database from abattoirs within 30 days; 4) enforcing the required trace back information to the administrator within 30 days after receiving it, and; 5) enforcing the requirement to cross-reference the original CCIA approved tag if another CCIA approved tag is inserted and reported to the database. Producers must be compliant with the existing ID Regulations in order to avoid situations of non-compliance and possible loss of critical information during an animal health investigation. Although the producer compliance rate for tagging significantly improved throughout 2006, the CFIA will continue to make producer compliance a priority in 2007.

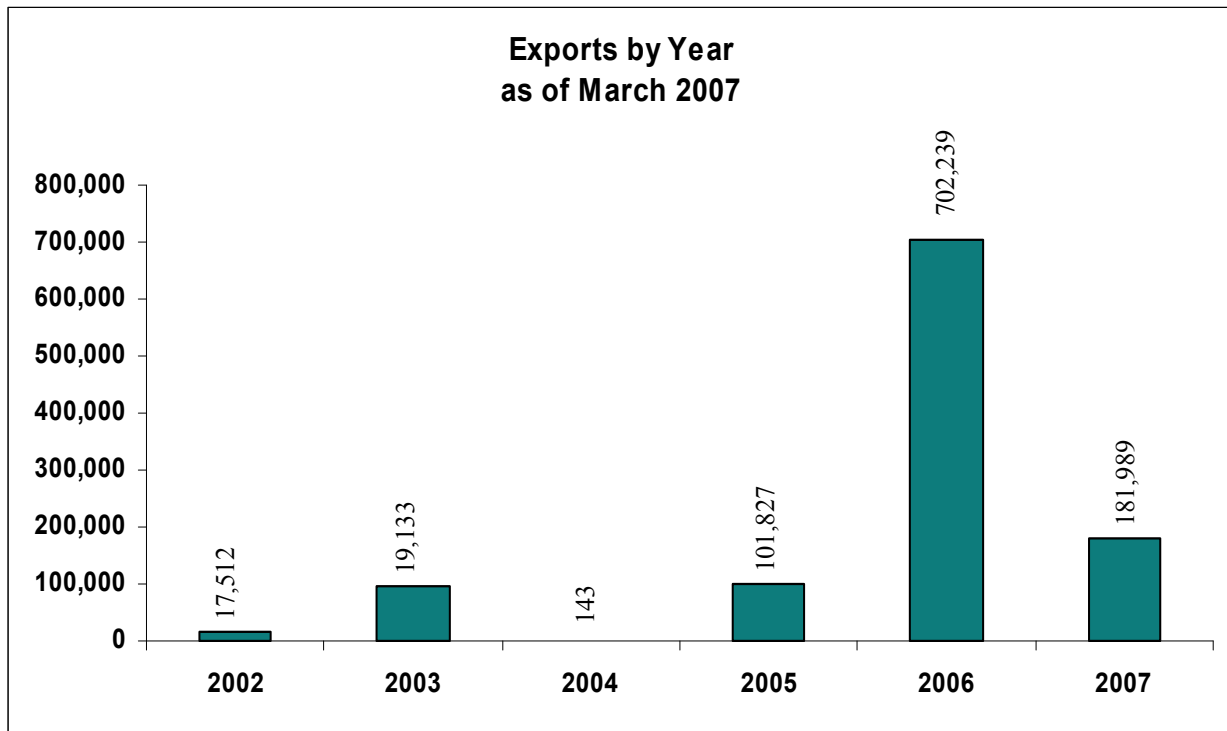
In addition to the tag compliance rate, the CFIA also identified the importance of maintaining on-farm records at the producer level. At any given time, the CFIA and/or the CCIA can conduct an audit to ensure that proper information is being recorded. As such, the CCIA, upon approval of the CFIA, began to circulate, among producers, information regarding the basic requirements for Age Verification record keeping so to be prepared if an audit occurs. Producers were recommended to record the following information:

- Tag numbers and associated birth dates for all 2006 calves born as reported to the CCIA system.
- Method that has been used to determine the birth date of the calf/calves (i.e. a calving start date, that being the date at which the first calf in a group of calves was born, or the actual birth date of a calf)
- If available, supporting information such as bull in/out dates, weaning weight, weaning date, artificial insemination date, bull exposure date, etc.
- If applicable, the name, address and contact information of the Third Party who has been given access to a producer's account in order to submit birth date information to the database on their behalf.
- If a tag has been lost, the calf must immediately be re-tagged with another CCIA approved tag, and a cross-reference with the birth date information must be recorded and reported to the CCIA database.

Import/Export

The CCIA continues to provide information to and work with veterinarians, feedlots, importers and exporters to ensure all CFIA requirements for import and export are met. As of November 2006, approximately 853,000 animals had been reported to the database as exported. Following the 8th BSE case in July 2006, the CFIA began conducting audits to ensure that exporters were submitting the required export information to the CCIA database. The results indicated that in some instances the tag numbers were reported as retired instead of exported, while some exporters were not reporting the export information at all, and others were submitting information correctly. As a result, the CCIA has requested that CFIA reports export activity to CCIA on an on-going basis to ensure that information is uploaded to the database in a timely manner. To further ensure this, the CCIA has visited numerous feedlots and veterinarian clinics in southern Alberta to educate them on the requirements for reporting export information to the CCIA database.

Exports by year



United States/Other Countries

The CCIA continues to host and provide services to the Wisconsin Livestock Identification Consortium (WLIC). Wisconsin now has 54,000 premises registered and has been approved by the U.S. Agriculture Department (USDA) to interface with the National Animal Identification System (NAIS). In addition to working with the U.S., the CCIA continues to communicate and exchange information on ID technology and traceability requirements with other countries around the world.

Communications

The CCIA's Communications Strategy continues to focus on educating industry sectors on the voluntary Age Verification program, as well as the industry's decision to make the transition towards RFID, making producers aware of the policy requirements and deadlines. To do this, the CCIA has placed advertisements and editorials in various industry-specific newspapers, magazines and provincial association publications across Canada. Further to this, various media contacts such as radio and television have been utilized to convey the CCIA Age Verification and RFID messages. As the industry continues to move forward with program enhancements, the CCIA's objective is to provide the industry with appropriate, current and relevant information through website updates, newsletters, direct mail, presentations and attendance at national tradeshow, conventions, and conferences.

FUTURE INITIATIVES

As an industry initiated and led program, the CCIA remains dedicated to protecting Canada's animal health and food safety and ensuring the integrity of the Canadian cattle industry. To do this, new and ongoing initiatives are continually being re-evaluated and implemented to ensure the organization's mandate is met and the short and long-term vision for the organization is reached.

Throughout 2006, the CCIA mandate was, and continues to be, focused on:

1. Ensuring that the requirements for the three pillars of traceability, including Animal ID, Premises ID, and Animal Movement, are met as led by the industry.
2. Developing a Rapid Emergency Response to help protect the animal health and food safety concerns of the Canadian Livestock Industry.
3. Maintaining our role as a world leader in animal identification and traceability, while also ensuring the integrity, efficiency, accountability and confidentiality of the CLTS.
4. Offering Value-Added services as requested and required by the cattle industry.

In 2007, the CCIA will direct its attention to enhancing the CLTS, specifically, the core modules available within the system. These core modules include a variety of Value-Added services which will further provide the industry with invaluable information on the Canadian cattle herd. Through consultation and collaboration with government and industry partners, the CCIA is also proceeding with the opportunity to develop the structure of the CLTS as a separate division of the CCIA, therefore, offering a national database system that encompasses all livestock species in Canada. In addition, the CCIA continues to offer a full animal movement and tracking program to further ensure the industry's integrity.

With accurate animal identification and traceability becoming a priority for the international and domestic cattle industry, the CCIA remains committed to the improving the Canadian cattle industry and moving forward with the most efficient, cost-effective and accountable system for the producer.

Canadian
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