



CCIA EXPANDS SERVICES TO PRODUCERS AND INDUSTRY

FOR IMMEDIATE RELEASE

December 30, 2010

Calgary, AB – The Canadian Cattle Identification Agency (CCIA) is pleased to announce the expansion of producer and industry services. Commencing in January of 2010, the new services will include:

Extended call centre hours from 6 a.m. to 6:30 p.m. MST at 1-877-909-BEEF (2333) – effective Jan. 4, 2010

Bilingual French and English website at www.canadaid.ca – effective Jan. 1, 2010

“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 for the CCIA.

The Canadian Cattle Identification Agency website will feature numerous upgrades. The first of which is the inclusion of both French and English messaging, both in web content and electronic versions of current print publications. The site has also been enhanced to enable users with dial up connections to access the website content in a time efficient manner.

The CCIA is committed to becoming a national centre of excellence to support and serve the needs of our commodity stakeholders.

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