



## **CCIA Extends Call Centre Hours to Support Fall Run**

**FOR IMMEDIATE RELEASE**

Oct. 1, 2010

**Calgary, AB** – The Canadian Cattle Identification Agency (CCIA) is pleased to announce new extended call centre customer service hours for the fall run effective Oct. 1, 2010 and ending on Dec. 31, 2010.

**The new call centre hours will be Monday to Friday from 6 a.m. to 8 p.m. MST until the end of December.**

**Customer support for the Canadian Livestock Tracking System (CLTS) can be accessed by phone at 1-877-909-BEEF (2333).**

“Improving a users experience with the CLTS and making it more convenient for producers and the industry during this busy time is a top priority,” says Brian Caney, general manager for CCIA. “We aim to continually develop and enhance CCIA services and resources to support user needs to the best of our abilities.”

Accommodating and adjusting to high volume periods is just one more modification the CCIA has made to support the various needs of our stakeholders across Canada. CCIA also recently added CLTS upgrades including: CLTS Lite, CLTS MOBO, a new resource centre and a French version of the database. Visit [www.canadaid.ca](http://www.canadaid.ca) to learn more about the enhanced services.

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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.