



CANADIAN CATTLE IDENTIFICATION AGENCY ANNOUNCES NEW GENERAL MANAGER

FOR IMMEDIATE RELEASE

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Calgary, A.B. – [Canadian Cattle Identification Agency](#) (CCIA) is pleased to announce Anne Brunet-Burgess as the new general manager. Anne will start with the agency on June 1, 2015.

“We welcome Anne Brunet-Burgess as CCIA’s new general manager. Drawing on more than six years as general manager for a Canadian beef breed association and a decade of experience in livestock operations as an Alberta cattle owner, Anne will provide leadership to CCIA’s team and reinforce the strong relationships with key stakeholders to support the next steps in developing a fully-functional traceability system in Canada,” states Dr. Pat Burrage, CCIA Chair.

“I am pleased to join Canadian Cattle Identification Agency’s highly-specialized team. Being born and raised on a purebred beef farm in Quebec and working within the beef industry ever since has prepared me for this role,” says Anne Brunet-Burgess. “To maximize success, I intend to work closely with CCIA’s highly-specialized field, administration and technical teams as well as its board of directors representing all sectors of industry. As a cattle owner and first step in the value chain, I look forward to working with all sectors of industry in my new position.”

– 30 –

About Canadian Cattle Identification Agency:

The [Canadian Cattle Identification Agency](#) is a not-for-profit, industry-initiated and led organization incorporated to establish a national beef and dairy cattle, bison and sheep identification program to support efficient trace back and containment of serious animal health and food safety concerns in the Canadian herd. The agency is led by a board of directors made up of representatives from all sectors of the livestock industry, and it manages the [Canadian Livestock Tracking System](#) (CLTS) database, which is a trace-back system that maintains radio frequency identification (RFID) tag information. The CLTS database allows producers to record tag information pertaining to the three pillars of traceability (i.e., animal identification, premises identification and movement), as well as value-added information (e.g., age verification).

While the Canadian Food Inspection Agency (CFIA) provides full regulatory enforcement for animal identification, as defined in the Health of Animals Regulations, CCIA administers the identification program for beef and dairy cattle, bison and sheep. All herd of origin information associated with each tag number is maintained within the CLTS database.

For more information or media contact:

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