



CANADIAN CATTLE IDENTIFICATION AGENCY ANNOUNCES NEW BOARD OF DIRECTORS

FOR IMMEDIATE RELEASE

May 12, 2015

Calgary, A.B. – [Canadian Cattle Identification Agency](#) (CCIA) is pleased to announce its board of directors and executive committee for 2015/2016, elected at CCIA's Annual General Meeting and board meeting March 26-27, 2015 in Calgary.

Canadian Cattle Identification Agency's Board of Directors consists of 19 individuals appointed by member organizations as outlined in CCIA's bylaws. The board oversees the planning process and provides input, guidance and validation, and evaluates plans and financial performance. The board supports strategic initiatives through direct leadership of these initiatives, which are reviewed throughout the year. The board members elect an executive committee at the first meeting following the annual general meeting each year. The executive committee includes the chair, vice chair, finance and audit committee chair, and two directors at large. Along with CCIA's general manager, the executive committee assists the board in carrying out the policies established by the board of directors. The roles and responsibilities of the chair, board members, general manager and committees are set out in written profiles and charters.

The corporation has a risk management process designed to identify potential events that may affect business operations. The board ensures appropriate authorities and controls are in place, and risks are properly managed to ensure the board is fully aware of CCIA affairs. The board meets a minimum of quarterly. CCIA management meets with the board at these meetings; although, time is reserved for the board to meet without management present. The board assesses its performance regularly with the goal to improve and maintain sound governance practices. Gaps in skills are addressed through new board member appointments, training and hiring outside experts as required.

This year, Canadian Veterinary Medical Association representative Pat Burrage, BSc., DVM, will continue as Board Chair. Saskatchewan Stock Growers Association representative Mark Elford was re-elected as Vice Chair. Maritime Beef Council representative John Tilley was re-elected as Finance and Audit Committee Chair. Canadian Cattlemen's Association representative Pat Hayes was re-elected as Director at Large; and Livestock Markets Association of Canada representative Rick Wright was re-elected in the second role of Director at Large.

Canadian Cattle Identification Agency and its board of directors congratulate Canadian Cattlemen's Association representative Martin Rossmann, Beef Farmers of Ontario representative Steve Eby and Alberta Beef Producer representative Mark Francis for their combined years of dedication and service to CCIA, and wish them well in their future endeavours.

CCIA welcomes new Canadian Cattlemen's Association representative Doug Sawyer, Beef Farmers of Ontario representative Tim Fugard and Alberta Beef Producer representative Howard Bekkering to CCIA's board of directors, and looks forward to working together with a new board to advance traceability in 2015 and beyond.

– 30 –



About Canadian Cattle Identification Agency:

[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.

CCIA Board of Directors 2015/2016:	
Member Organization	Representative
Alberta Beef Producers	Howard Bekkering
Alberta Cattle Feeders' Association	Lyle Miller
Beef Farmers of Ontario	Tim Fugard
British Columbia Cattlemen's Association	Larry Garrett
Canadian Bison Association	Terry Kremeniuk
Canadian Cattlemen's Association	Pat Hayes, Director at Large*
Canadian Cattlemen's Association	Doug Sawyer
Canadian Cattlemen's Association	Reg Schellenberg
Canadian Livestock Dealer's Association	James MacLean
Canadian Meat Council	Dan Gillis
Canadian Meat Council	Dave Kasko
Canadian Sheep Federation	Bill Gibson
Canadian Veterinary Medical Association	Pat Burrage, BSc., DVM, Board Chair*
Dairy Farmers of Canada	Sid Atkinson
Fédération des producteurs de bovins du Québec	Gib Drury
Livestock Markets Association of Canada	Rick Wright, Director at Large*
Manitoba Beef Producers	Theresa Zuk
Maritime Beef Council	John Tilley, Finance and Audit Chair*
Saskatchewan Stock Growers Association	Mark Elford, Vice Chair*
Canadian Beef Breeds Council**	Michael Latimer**
*CCIA Executive Committee Members **Associate Member/Organization	

For more information or media contact:

Kori Maki-Adair, Communications Manager
 Canadian Cattle Identification Agency
 Tel: (403) 476-1984 | Cell: (403) 703-5575 | Email: kmaki-adair@canadaid.ca