

## CCIA Elects New Board Chairman

**Calgary, AB, May 8, 2007** – The Canadian Cattle Identification Agency (CCIA) Board of Directors has elected Steve Primrose as its new Chairman of the Board.

For the past nine years, Primrose has represented the Canadian Livestock Order Buyer's Association on the CCIA's Board, and most recently, served as the Board's Vice-Chairman. In his new role as Chairman, Primrose will continue to meet the needs and objectives of the industry, while partnering with producers, industry leaders and domestic and international governments to continue the CCIA's role as an industry led organization and a world leader in animal identification and traceability.

Primrose is President of Primrose Livestock Ltd., where he buys and sells cattle and ships cattle to Canada's largest export market, the U.S.A. Primrose Livestock is headquartered just outside Lethbridge, AB. He also owns and manages a cow/calf operation.

"Steve brings a wealth of industry knowledge and experience to the CCIA," says Mabel Hamilton, former CCIA Board Chair. "I am looking forward to continue working with him in this industry."

Hamilton served as Chair for the CCIA Board since 2003. She will resume a seat on the Board as a member of the Executive as well as a representative for the Canadian Beef Breeds Council. The Board's Executive also includes Tony Saretsky of Canadian Cattlemen's Association (CCA) as the Board's Vice-Chairman, Gord Hardy of CCA as the Director at Large to the Executive and Julie Stitt, CCIA Executive Director. Other Board representatives include the Livestock Marketing Association of Canada, Canadian Meat Council, Canadian Veterinary Medical Association, Dairy Industry, The Canadian Bison Association, Alberta Beef Producers, Alberta Cattle Feeder's Association, Manitoba Cattle Producer's Association, Ontario Cattlemen's Association and ATQ. The Canadian Food Inspection Agency and Agriculture and Agri-Food Canada are ex-officio members.

The CCIA is an industry led non-profit organization established to ensure accurate animal identification and efficient animal disease and food safety trace back. For more information, please visit [www.canadaid.ca](http://www.canadaid.ca) or call 1-877-909-2333.

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