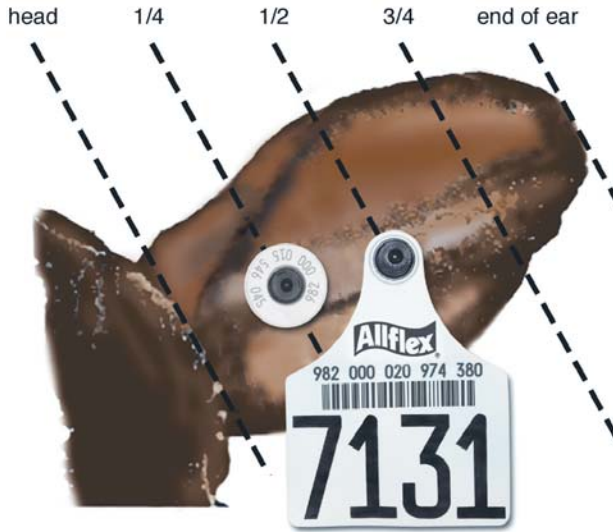


Ensuring Optimal Tag Retention:

As outlined in the CCIA's Standards, Procedures, and Testing Document, all approved RFID tags must demonstrate exceptional retention in order to pass trials. To ensure the best tag retention possible, the CCIA recommends these tips:

- Ensure Backing Studs correspond to matching fronts (CCIA tags are approved as a complete set)
- Use appropriate tag applicators for specific tag brands
- Tag as per manufacturers Directions (see diagram below)



For more information,
please call

1-877-909-BEEF (2333)

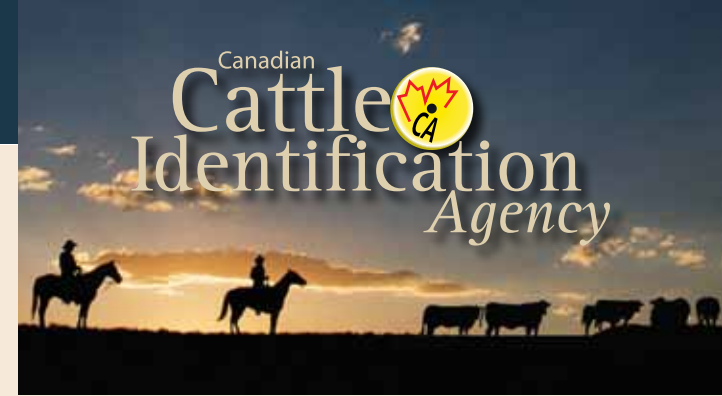
or visit our website

www.canadaid.ca



300, 5735 - 7th Street N.E., Calgary, AB T2E 8V3

*The Canadian Cattle Identification Program
is an industry initiated and established
trace back system designed for the containment
and eradication of animal disease.*



RFID Tags

and the
Canadian
Cattle
Industry



"RFID technology will ensure that the Canadian cattle industry can continue to meet and exceed domestic and international requirements for animal health and food safety through an efficient trace back and age verification process."

Why RFID Technology?

With so many forms of identification technology on the market, why is RFID (Radio Frequency Identification) technology optimal for the Canadian Cattle Identification Program?

RFID Technology:

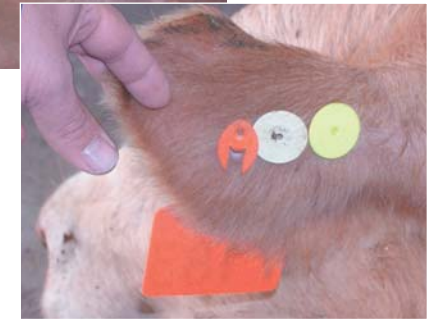
- Allows for optimal tag retention.
- Provides accurate and efficient trace back information.
- Allows electronic reading of numbers without previously required line of sight.
- Ensures Canada has an accurate and comprehensive age verification system.
- Provides necessary basis for full animal movement tracking.



"The majority of the time when we see tag loss, it is because of tagging location. Tags are designed to sit flat against the ear when tagged in the correct location making them less susceptible to catching or tearing."

-Chris Giffen, CCIA Operations Manager

CORRECT:



INCORRECT:



As of September 1, 2006 all cattle leaving their farm of origin must be tagged with a CCIA approved RFID tag.