



CANADIAN CATTLE IDENTIFICATION AGENCY WELCOMES NEW BOARD MEMBERS

FOR IMMEDIATE RELEASE

April, 2021

Calgary, AB – Don Hargrave of the Beef Farmers of Ontario, Yvonne Mills of the Canadian Bison Association and Cam Daniels of the Canadian Meat Council are the newest additions to the Canadian Cattle Identification Agency (CCIA) Board of Directors.

The remainder of the CCIA Board remains the same, led by Pat Hayes of Val Marie, SK, who stands as the Board Chair with Lyle Miller as Vice Chair of the industry-led, non-profit. The Executive Committee consists of Pat Hayes, Lyle Miller, Howard Bekkering, Doug Sawyer and Ken Perlich.

CCIA's Board of Directors consisting of 18 individuals, representing 15 member organizations, offers a full-range of experience and expertise on traceability in Canada. CCIA is an independent organization and the responsible administrator of traceability for beef cattle, bison, sheep, goats and cervids, pending regulations; and is considered the first line of defence against animal disease outbreak.

The Board of Directors are responsible for strategic initiatives, evaluating financial performance, guidance and upholding CCIA's role as leaders in national traceability. Each year CCIA publishes an Annual Report which is available online at: canadaid.ca/annual-report/

CCIA has a strong and engaging committee structure which provides on the ground support. Committee chairs include Pat Hayes, on the Technical Advisory Committee; Howard Bekkering on Finance and Audit; Doug Sawyer on the Board Governance and Development; Ken Perlich heads Human Resources and Ivan Johnson is the Chair of the Communications Committee. Other members include Associate Member, Michael Latimer of the Canadian Beef Breed Council and pending regulations, Ian Thorleifson of the Canadian Cervid Alliance and Dirk Boogerd of the Canadian National Goat Federation.

We would like to thank past Directors Dan Darling and Bruce Downey, for their contribution and dedication to the CCIA Board.

CCIA welcomes new and returning members to the Board of Directors, and looks forward to working together to advance traceability in 2021 and beyond.

For more information, please contact:

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