



CANADIAN CATTLE IDENTIFICATION AGENCY  
**ANNOUNCES NEW CHAIR AND  
EXECUTIVE COMMITTEE**

**FOR IMMEDIATE RELEASE**

April 2022

**Calgary, AB** – Canadian Cattle Identification Agency (CCIA) elected a new Executive Committee at their recent Board of Directors meeting. Lyle Miller, a large cow/calf, feedlot and seedstock operator from Acme, Alberta was elected Chair of the Board. Lyle has been representing the Alberta Cattle Feeders' Association (ACFA) since 2012 and has been an active member on the Executive Committee since 2018. As Chair of CCIA, Lyle also takes on the responsibility of the Technical Advisory Committee (TAC) Chair. TAC is a CCIA and industry committee that provides a forum to address traceability technology and information management issues impacting the livestock industry.

Howard Bekkering, Alberta Beef Producers (ABP) representative moved from his role of the past four years as Finance and Audit Chair to Vice Chair. Taking over as Finance and Audit Chair is Dr. Oliver Schunicht the representative of the Canadian Veterinary Medical Association (CDMV). Even though Dr. Schunicht is new to the Executive Committee he has been a member of the Finance and Audit Committee since he was elected to the Board of Directors in 2018. Completing the Executive Committee are Ken Perlich of the Canadian Livestock Markets Association (LMAC) and Ivan Johnson from the Maritime Beef Council (MBC). Ken is also the Chair of the Human Resources Committee and Ivan is Chair of the Communications Committee. Duncan Barnett, British Columbia Cattlemen's Association (BCCA) was appointed Chair of the Board Governance and Development Committee.

At the Annual General Meeting held on April 7, CCIA saw the departure of three long standing board members, Doug Sawyer and Pat Hayes, both representatives of the Canadian Cattlemen's Association (CCA) and James MacLean, representative from the Canadian Livestock Dealers Association (CLDA). Doug has been on the Board since 2015 and has been a dedicated member and Chair of the Board Governance and Development Committee. After 11 years on the Board, James is also departing, his industry insight will be missed. Pat Hayes has been with CCIA since 2009 and will remain involved as Past Chair for the next year.

Pat will be remembered for his commonsense approach to traceability and his active role in assuring CCIA was financially sustainable under a fair business model for all species being administered by CCIA. Thank you, Pat for your 12 years at CCIA.

CCIA welcomed two new representatives from CCA Matt Bowman from Ontario and Brad Osadczuk from Alberta as well as David Saretsky from CLDA. Associate Member Shawn Wilson introduced as the Canadian Beef Breeds Council (CBBC) representative. Other members of the Board include Sylvain Bourque, Les Producteurs de bovins du Québec (PBQ); Cam Daniels and Kim O'Neil, Canadian Meat Council (CMC); Don Hargrave, Beef Farmers of Ontario (BFO); Nancy Howatt, Manitoba Beef Producers (MBP); Shane Jahnke, Saskatchewan Stock Growers Association (SSGA); Yvonne Mills, Canadian Bison Association (CBA); Corlena Patterson, Canadian Sheep Federation (CSF); Reg Schellenberg, CCA and



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pending regulations, Ian Thorleifson of the Canadian Cervid Alliance and Dirk Boogerd of the Canadian National Goat Federation.

The April meetings were hosted virtually and in-person at CCIA's new location in SE Calgary. CCIA has had a longstanding goal of owning a building consisting of both office and warehouse. By having ample warehouse space in a location that has easy access for a distribution centre CCIA can realize its goal to increase in-house services and become more self-reliant to better serve the industry.

All tags and tag accessories that are available through [tags.canadaid.ca](http://tags.canadaid.ca) (CCIA's Webstore) will soon be distributed exclusively from the Calgary office.

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*Canadian Cattle Identification Agency (CCIA) is led by a Board of Directors representing 15 livestock organizations across Canada, including: livestock producers, auction markets, livestock dealers, feedlots, veterinarians and processors. CCIA is an independent organization and the responsible administrator of traceability for beef cattle, bison, sheep, and pending regulation goats and cervids.*

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**For more information, please contact:**

Anne Brunet-Burgess, General Manager  
[abrunet-burgess@canadaid.ca](mailto:abrunet-burgess@canadaid.ca)  
[www.canadaid.ca](http://www.canadaid.ca)