

CANADIAN CATTLE IDENTIFICATION AGENCY ENHANCES COMPLIMENTARY TRACEABILITY SUPPORT SERVICES FOR PRODUCERS

FOR IMMEDIATE RELEASE

Calgary, Alberta, July 31, 2014 – [Canadian Cattle Identification Agency](#) (CCIA) is pleased to announce enhancements to its array of complimentary traceability support services for Canadian producers by launching a quick and easy-to-use web store and toll-free order desk for ordering approved CCIA radio frequency identification (RFID) non-breed specific beef tags as well as a comprehensive suite of online video tutorials for using the [Canadian Livestock Tracking System](#) (CLTS) database – a trace-back system designed for the containment and eradication of animal disease with a cost-effective, timely and national approach.

“In 2010, beef-producer focus groups made clear their desire to have approved tags available online and at their local tag dealers for convenience. Beef producers spoke and CCIA’s board of directors listened,” CCIA Board Chairman Dr. Pat Burrage states. “Canadian beef farmers work smarter every day as they continue to deliver world-class beef products to consumers and beef eaters in Canada and around the world. Like other critical business operators, Canadian beef farmers continue to expand their market opportunities and increase the value of their efforts by controlling costs and increasing efficiencies. CCIA’s team and board of directors are here to support these types of critical business decisions.”

“As the National Administrator for the animal identification program and a not-for-profit agency initiated and led by a board of directors representing 16 producer associations from all sectors of the livestock industry in Canada, CCIA offers a full array of complimentary traceability and technical support services toll-free at 1-877-909-2333 and email at info@canadaid.ca for the CLTS database, including: CLTS account updates, animal identification, age verification, import, export and movement reporting,” confirms CCIA General Manager Brian Caney. “CCIA’s board of directors upholds its responsibility to industry as an educator by supporting the development of a wide array of educational materials in print or digital format, including: fact sheets and posters, the online [CCIA Resource Centre](#), the [Tag Quality Control](#) process, a complete CLTS database user manual with quick-link leaps and now a comprehensive suite of CLTS user video tutorials. We’re here to help.”

Though CCIA will begin to communicate with beef producers in print and online about how to access the web store later this summer, it is important for beef producers to know now that the system is live and ready to support their needs with the efficiency and convenience of having supplies shipped to an address of their choice in time for fall-run. CCIA invites non-breed specific beef producers to activate a tag order account in just a few clicks:

1. At <http://tags.canadaid.ca>, click **To Order** at the top right hand side of the page.
2. From the drop down menu, click **Home** under **Producers Access**.
3. The Login page will appear, click **Register – Create your Access Codes** link.
4. Enter your CLTS Account ID and phone number then click **AutoFill**.
5. If you receive a notice indicating your account cannot be found, please contact CCIA by toll-free telephone at 1-877-909-2333 to confirm your account information or to have your information entered into the tag order database to set up your tag order account.
6. If your account can be found, your address information will appear and you will have the opportunity to enter your user information. Once entered, click **Submit**.
7. The home page will appear. Your tag order account information will appear on the right hand corner of the page, which means you are now ready to place an order.

The Canadian Cattle Identification Agency Board of Directors encouraged these service initiatives in support of beef producers across Canada. Moving forward, CCIA’s board will continue to work with industry and government partners to identify cost-effective solutions that support industry’s participation in the national system.

For more information on this industry update, please contact:

Kori Maki-Adair, Communications Manager

Tel: (403) 476-1984 | Cell: (403) 703-5575 | Email: kmaki-adair@canadaid.ca

