



## The Canadian Cattle Identification Agency (CCIA) to deliver live cattle chain of custody verification for the *Certified Sustainable Beef Framework*

October 11, 2023 - Calgary, AB - The Canadian Roundtable for Sustainable Beef (CRSB) is excited to announce that the Canadian Cattle Identification Agency (CCIA) will deliver live cattle chain of custody tracking for the *Certified Sustainable Beef Framework*.

After a significant two-year review of the program, CRSB is confident that working with the CCIA will enable consistent implementation of its Chain of Custody Requirements and improve transparency of live-cattle movement across all CRSB Certified supply chains. CRSB Certified operations with CLTS accounts will now be able to see the “CRSB Certified” status of their cattle’s identification indicators as those indicators/cattle move through the supply chain.

“The CRSB is pleased to work with CCIA, a long-time CRSB member and trusted industry partner, on this program improvement that will provide more clarity of CRSB requirements and allow greater success of the *Certified Sustainable Beef Framework*” said Ryan Beierbach, Chair of the CRSB.

“The CCIA is thrilled to have been chosen by the CRSB to support this very important program,” said Anne Brunet-Burgess, General Manager of the CCIA. “The CCIA has an enviable track record in livestock data management, including chain of custody tracking, experience that we feel will strongly benefit this initiative.”

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### ABOUT THE CRSB

Established in 2014, the Canadian Roundtable for Sustainable Beef (CRSB) advances Canadian beef industry sustainability through multi-stakeholder engagement, collaboration, communication and science. The CRSB drives recognition and continuous progress through sustainability performance measurement and setting strategic goals, a 3<sup>rd</sup> party sustainability certification program, and projects and initiatives aligned with our goals. Learn more at [crsb.ca](https://crsb.ca).

The CRSB’s *Certified Sustainable Beef Framework* is a tool that recognizes sustainable practices in beef production and processing, supports sustainable sourcing commitments, and delivers 3<sup>rd</sup> party certified science-based assurances about sustainable beef production in Canada. Learn more at [crsbcertified.ca](https://crsbcertified.ca)



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## ABOUT THE CCIA

The 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. The CCIA is an independent, non-profit, organization and the responsible administrator of traceability for beef cattle, bison, sheep, and (pending regulation) goats and cervids; (except for Quebec where the CCIA only administers bison and goats).

During the last 25 years the CCIA has grown to become an award-winning global leader in livestock data management, proudly working alongside the many organisations that work to make Canada's livestock industry one of the safest and most trusted in the world.

For further information about the CCIA please visit [www.canadaid.ca](http://www.canadaid.ca)

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