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The Canadian Cattle Identification Agency Says Farewell to Long Serving General Manager

January 1, 2024 - Calgary, AB - The Canadian Cattle Identification Agency (CCIA) has bid a fond farewell to its long serving General Manager Anne Brunet-Burgess.

Anne joined the CCIA as GM in 2015 and since then has led the organization through several important milestones, as well as enhancing the Agency's reputation within industry.

Recognized for her knowledge and passionate advocacy of Canada's traceability program for livestock, Anne has overseen a number of major initiatives, including the opening of the CCIA's wholly owned and operated National Distribution Centre in Calgary, which distributed over 4 million RFID tags across Canada in its first full year of operation.

Other achievements include the expansion of the CCIA's value added services which have been driven by the Agency's impressive data solution and management expertise gained from its knowledge and experience in developing the Canadian Livestock Traceability System (CLTS) database. Through this, the CCIA has become the sole verifier for Chain of Custody (CoC) services for the Canadian Roundtable for Sustainable Beef (CRSB) and performs a similar role for one of Canada's biggest beef processors, Cargill.

Chair of CCIA's Board, Lyle Miller, said: "Anne will be hugely missed by both staff and board members at CCIA, her contribution to industry over the last eight years through the CCIA has been truly amazing. We are very sad to see her leave, but we all wish her nothing but the very best for the future."

Anne leaves the CCIA to join the agriculture division of MNP; news regarding her successor will be published in due course.

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 organizations 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

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