



FOR IMMEDIATE PUBLICATION

The Canadian Cattle Identification Agency Announces Appointment of New General Manager

January 29, 2024 - Calgary, AB - The Canadian Cattle Identification Agency (CCIA) is pleased to announce the appointment of its new General Manager - Ashley Scott.

Ashley comes to the CCIA from Alberta Lamb Producers where she previously served as Executive Director for over 4 years.

Ashley has a track record of commitment to sustainable agriculture; and has continually strived to create opportunities for local farmers, working tirelessly to ensure the longevity and success of lamb producers in Alberta.

As a firm believer in continuing education, with a passion for on-going personal growth and professional development, Ashley has earned a Non-profit Management Extension Certificate and a Human Resource Management Certificate, from Mount Royal University.

With a background of working predominately in the non-profit sector coupled with her human resource management skills, Ashley brings a unique blend of expertise and passion to her new role at the CCIA. Ashley is committed to building on the growing achievements that the CCIA enjoyed under previous GM Anne Brunet-Burgess and reinforcing the trust we have with industry to continue strengthening Canada's world class traceability program.

Commenting on the appointment, CCIA Chair Lyle Miller said: "We're delighted Ashley has chosen to join CCIA. She continually impressed us during the recruitment process, and we're confident that she is the right person to lead the CCIA and deliver continued success to our organization."

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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