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The Canadian Cattle Identification Agency Launches Nationwide Retention Campaign

January 19, 2024 - Calgary, AB - The Canadian Cattle Identification Agency (CCIA) is pleased to announce that it has launched a major new communications initiative for 2024 – “Retention Matters”.

During 2024 the CCIA will be promoting a national education campaign focused on promoting best practice amongst livestock producers and industry stakeholders, elevating trust in the traceability program, with the goal of improving tag retention.

The “Retention Matters” campaign will run January through December 2024, inclusive, and will feature content based on five key tenets of retention – tag design, tag quality, environment, tag application, and myths and misconceptions.

This campaign, unanimously supported by the CCIA’s Board of industry members, will be one of the largest undertaken by the Agency, with all the supporting content curated in one dedicated website – www.retentionmatters.ca. Across the year, content will be delivered through a mix of visual and interactive educational tools, national print and social media campaigns, and demonstrations at trade events.

Additional support and awareness will be provided through the CCIA’s Client Support Team, and every single pack of tags distributed by the CCIA, both to dealers and direct to producers, will include additional information on retention. The CCIA is confident that the “Retention Matters” campaign will strike a positive chord and is looking forward to productive engagement from industry on this timely issue.

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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