

2025

CCIA Industry Service Report



A message from the Board Chair

Looking back on 2025, I'm proud of the work we accomplished together as a Board. This past year demonstrated the importance of collaboration, clear priorities and a shared commitment to serving industry.

Research and innovation remained a key focus. The Board supported continued evaluation of rumen boluses as a potential identification solution for beef cattle and the goat sector. Trials examined retention, readability and overall reliability under multiple conditions. The testing of autonomous reporting of smart boluses shows promise for the automatic reporting of movements to the CLTS. The data gathered through this work provides valuable insight to help inform future technology decisions and reflects our collective commitment to exploring identification solutions that will support stakeholders needs and improve efficiencies with identification of regulated species.

We also advanced development of a dedicated RFID handheld reporter to efficiently report movement events, designed for small- and medium-sized operations. The objective is to provide a practical, user-friendly tool that allows stakeholders to scan indicators and upload data directly to the CLTS without requiring additional computer infrastructure. Testing focused on usability, connectivity and performance in real-world environments, with the goal of reducing administrative burden while improving data integrity.

Beyond research and technology, 2025 highlighted how the Board works together to achieve common goals. As a not-for-profit, industry-led service provider, CCIA operates to administer the identification and traceability program responsibly and efficiently. Directors representing sectors from across the country worked collectively to ensure investments in infrastructure, research and system improvements aligned with long-term industry needs.

Serving as Chair has truly been an honour and a responsibility that I have not taken lightly. With that said I will be stepping down from the role of Chair, and 2026 will be my final year on the CCIA Board as Past Chair. I am grateful for the opportunity to work alongside dedicated Directors and staff who remain focused on practical solutions and sound oversight in support of industry.



A message from the General Manager

I am proud of the progress we have achieved over the past year, as we remained focused on delivering practical, high-quality service, strengthening the client experience and providing consistent, dependable support. In 2025, we made meaningful strides in modernizing the Canadian Livestock Tracking System (CLTS). Strengthening the system's reliability, security and overall performance remained a clear priority throughout the year.

These upgrades included back-end enhancements that increased processing efficiency, strengthened cybersecurity safeguards and improved overall database performance. The result is a more resilient system with enhanced reliability and long-term sustainability.

As technology evolves, so must our systems. The improvements completed this year position the CLTS to continue serving industry effectively while maintaining the secure, national database that clients rely on.

In addition, we undertook a comprehensive upgrade of our core IT infrastructure, replacing and modernizing our servers, storage, backup systems and network environment, while migrating to a new virtualization platform. This significant investment strengthens system stability and scalability, while positioning CCIA for future growth.

We also focused on improving the client experience. Refinements to user functionality, clearer reporting tools and ongoing performance enhancements have made it easier for clients to access and use the system efficiently. Our IT and client support teams worked closely together to ensure upgrades were implemented smoothly, with minimal disruption and clear communication throughout.

We have maintained reliable distribution methods, strengthened dealer relationships and continued to

assist clients through education and support. These efforts support the broader goal of maintaining a reliable and effective national identification system.

Emergency preparedness remained a priority in 2025. Staff completed ICS training and management participated in a first-of-its-kind national foot-and-mouth disease tabletop exercise. These learnings support the development of an Emergency Operations Plan aligned with the Incident Command System.

I would like to extend my sincere appreciation to our dedicated staff, Board members, dealers and industry partners for their continued collaboration and professionalism. The progress achieved in 2025 reflects a shared commitment to practical solutions, responsible stewardship and continuous improvement.

Looking forward, we will continue to prioritize service excellence, system reliability and thoughtful innovation to meet the evolving needs of our clients and industry. Our direction remains clear: strong infrastructure, research-driven initiatives and dependable service — working for industry.



We value
excellence
in service
and are
committed to
continuous
improvement.

Our goal is
to ensure
educational
resources and
opportunities
are available
for our clients.

SERVING INDUSTRY

The Canadian Cattle Identification Agency (CCIA) is a not-for-profit, industry-led organization that administers Canada's animal identification and traceability program, serving the species groups it represents. As the Responsible Administrator, CCIA manages the traceability of beef cattle, bison, and sheep, with goats and cervids as potential new species, and operates the Canadian Livestock Tracking System (CLTS), a secure national database for recording animal identification.

CCIA also oversees livestock identification tags—from assigning unique IDs and conducting quality testing to distribution and providing recommendations to government—and supports producers with guidance and education to help meet current traceability reporting requirements. As a trusted service provider, CCIA delivers reliable systems and resources while remaining committed to continuous improvement.



2025 CCIA BOARD OF DIRECTORS

The Canadian Cattle Identification Agency (CCIA) is led by a Board of Directors representing livestock organizations across Canada, including: livestock producers, auction markets, livestock dealers, feedlots, veterinarians and processors.

Visit canadaid.ca/board-of-directors/ for more details.



INNOVATION AND ACCESSIBILITY

Express Shipping

The express shipping option was added to the CCIA Webstore to help reduce wait times on urgent orders. This update was developed in response to client feedback and operational reviews that identified the need for a faster, more convenient process when clients urgently require tags.

Product Subscription

The CCIA Webstore product subscription model launched in December 2025. The feature allows clients to set up recurring orders for select products using a credit card, with flexible billing cycles scheduled by day, week, month or year.

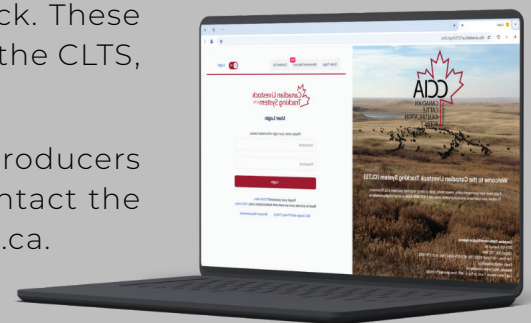
Subscriptions are managed directly through the client's CCIA Webstore account, where users can view billing dates, cycle details and subscription status. Automated email reminders notify clients of upcoming renewals, billing or cancellations. Subscriptions can be cancelled online at any time, with administrative support available for updates or assistance.

Please note: if payment details change mid-cycle, clients must cancel and create a new subscription to update credit card information. To start using this feature, visit tags.canadaid.ca.

SUPPORTING DEALERS AND PRODUCERS

Dealer training sessions in 2025 received positive feedback. These sessions equip dealer front-line staff with information on the CLTS, standards and best practices.

In 2026, CCIA will be offering CLTS training sessions for producers and auction marts. Interested in attending a session? Contact the Client Support Team at: 1-877-909-2333 or Info@canadaid.ca.



MOBO APP

The CLTS MOBO app is now available in both French and English to make reporting more accessible for anyone, anywhere.



French Client Resource Centre
completion expected in early 2026.

INVESTING IN YOUTH EDUCATION

CCIA is engaging the next generation of agriculture leaders through an informative 4-H education campaign. Interactive modules make learning about the CLTS interesting and meaningful. This opportunity is available to clubs across Canada. These modules have received very positive feedback and participation in 2025. CCIA looks forward to continuing to offer this resource in 2026.

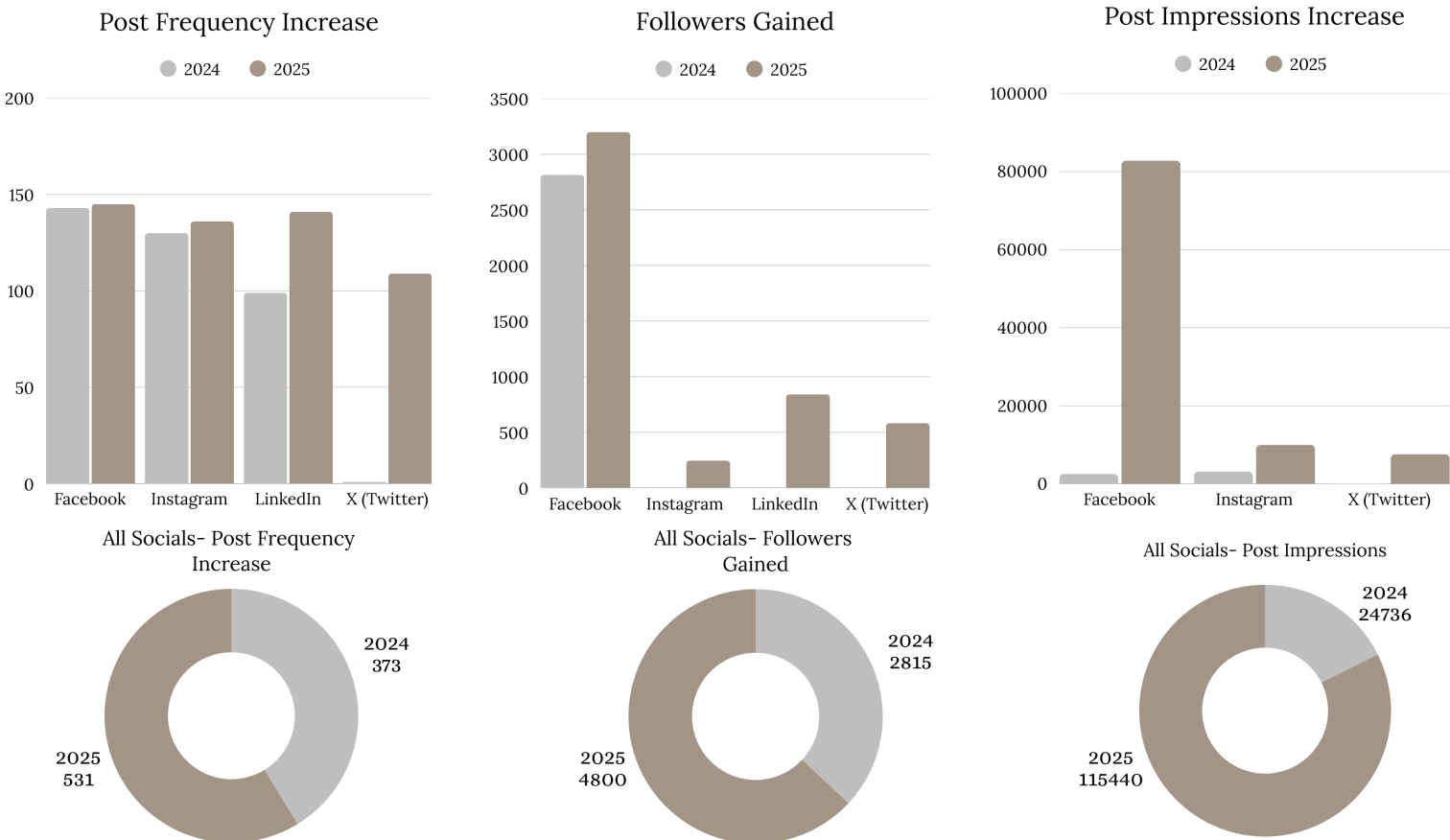


NEW RESEARCH

A bovine rumen bolus study is underway, with eight ranches currently enrolled and collecting data. To date, 275 boluses have been deployed, with an additional 150 planned for deployment in the spring. To support continued progress, CCIA is developing a five-year research plan outlining priorities, timelines and budget projections to guide the bolus-based initiative and future funding needs.

CCIA’s RFID Handheld Scanner/Reporter project is also progressing as planned, with programming nearly complete and internal testing underway. Ten dedicated RFID wand scanners will be deployed to producers for field evaluation to test useability and functionality. The objective is to provide a practical, user-friendly tool that allows stakeholders to scan tags (indicators) and upload data directly to the Canadian Livestock Tracking System (CLTS) without requiring additional computer infrastructure.

ONLINE ENGAGEMENT



INDUSTRY ENGAGEMENT AND EDUCATION



12

speaking events

for current regulated species (*beef cattle, bison, sheep*)



8

speaking events

for potential new species (*Cervid and Goats*)



53

publications

specific to stakeholder education for the proposed regulations



5,941

New **PID numbers** added to the CLTS

222

communication pieces

circulated throughout the industry. (articles, ads, association communications, social media posts)

36

Industry Education training sessions

Dealer and Producer

21

CLTS new user training sessions

producer, Ag Schools, 4H, Goat and Cervid Species (webinars, in-person, virtual)

42

trade shows and conferences

covering all species (client engagement)

2,389

New **CLTS** account set ups

11,183

CLTS account updates (user information, no PID)



2,558

New Webstore Activations



510

Webstore sales from new accounts



99.8%

24-hour shipping turnaround



WE'RE HERE TO HELP



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