

## **CANADA'S NEW GOVERNMENT LAUNCHES \$1.7 MILLION CANADIAN INTEGRATED TRACEABILITY PROGRAM**

**OTTAWA, Ontario, September 6, 2006** – The Honourable Chuck Strahl, Minister of Agriculture and Agri-Food and Minister for the Canadian Wheat Board, today announced the Canadian Integrated Traceability Program (CITP) worth \$1.7 million. This new program will accelerate the development, implementation and integration of traceability systems across the Canadian meat and livestock industry.

“Canada is a world leader in developing and implementing traceability systems that monitor animals, premises and animal movements”, said Minister Strahl. “Sophisticated tracking tools will help our industries expand to new markets while better safeguarding people’s health.”

The CITP provides funding to support pilot projects in the livestock and meat sector which demonstrate integrated approaches to traceability implementation across the value chain.

This new program is a sub-element of the Repositioning the Canadian Livestock Industry Strategy, one of several measures and programs introduced to assist the industry in responding to the bovine spongiform encephalopathy (BSE) issue.

The CITP will play a key role in moving forward on a national traceability agenda as directed by the federal-provincial-territorial ministers of agriculture in St. John’s, Newfoundland and Labrador, on June 27, 2006.

To find out more about the CITP and to obtain application forms, please visit [www.agr.gc.ca/citp](http://www.agr.gc.ca/citp) or call 613-759-7150.