



**News Release**

## **Beef Cattle Traceability Task Force is Established; Immediately Assessing Opportunities and Barriers to Traceability**

*June 9, 2026*

Calgary, AB — The Canadian Cattle Association (CCA), National Cattle Feeders' Association (NCFA) and Canadian Beef Breeds Council (CBBC) are pleased to announce that the Traceability Task Force has been established. The task force will begin work immediately, exploring opportunities and barriers for beef cattle traceability.

The Task Force will focus on traceability to support disease and emergency preparedness and response for beef cattle. The task force's mandate is to first define the outcomes a traceability system must meet to protect industry and serve producers. Subsequently the task force is mandated to propose a clear, practical traceability framework for beef cattle that meets those outcomes. In their work, the task force will consider if outcomes are best achieved through regulatory requirements, an industry-led approach, or a combination of both.

The ultimate outcome for the task force is to recommend a clear industry policy position on traceability. Their recommendation will provide a clear, complete plan for industry and government, explaining the purpose, scope and success factors, along with an industry-led implementation road map.

The task force members who have been jointly appointed by CCA, NCFA, and CBBC, are actively involved in the Canadian beef industry, and collectively represent the entire beef cattle supply chain from cow-calf and seedstock producers, to backgrounders and feedlots. The task force members are:

Matthew Atkinson, MB  
Matt Bowman, ON  
Aden Culberson, NB  
Brianna Elliot, AB  
Keith Gregory, AB  
Bree Kelln, SK  
Alex Kulchar, BC

Chad Meunier, AB  
Ken Schaus, ON  
David Sibbald, AB  
Jeff Smith, AB  
Ryan Thompson, SK  
John Vaags, MB  
Jeff Yorga, SK

Each task force member will act in an independent individual capacity, not on behalf of any organization they may work for or be affiliated with.

“The Traceability Task Force has been established to meet the needs of Canada's beef industry on the specific topic of traceability. The task force has been mandated with providing recommendations and guidelines for a simple, feasible and cost-effective



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traceability system,” says Tyler Fulton, CCA President. “We are confident that through representation from across the country and across the beef supply chain, the task force will bring forward a producer-led traceability solution that producers will embrace for its practicality and feasibility,” he adds.

“Strengthening traceability across Canada’s beef supply chain is critical to supporting rapid response in the event of a disease outbreak or emergency, while maintaining market access and confidence in Canadian beef at home and abroad,” says Brad Deleeuw, NCFA Chair. “Through the Traceability Task Force, we have an opportunity to develop producer-led recommendations that are practical and cost-effective, while ensuring any improvements are beneficial for the entire beef sector.”

CCA, NCFA, and CBBC will share updates as the task force reaches milestones throughout the process.

For further information, contact:

Tina Zakowsky  
Communications Manager  
Canadian Cattle Association  
403-451-0931  
[zakowskyt@cattle.ca](mailto:zakowskyt@cattle.ca)

Gina Devlin  
Communications Manager  
National Cattle Feeders' Association  
403-250-2509 ext. 204  
[gdevlin@cattlefeeders.ca](mailto:gdevlin@cattlefeeders.ca)