



**We aim to protect our reputation.
And we never miss.**

**Age verification improves export
opportunity for our beef.**

The world wants our Canadian beef. But they also want proof that we can meet their quality standards. That's why age verification of each animal is critical – proof that the Canadian cattle industry is committed to providing international buyers with quality beef products. It's about export opportunity – and access to the best prices. Want to know more about the benefits of age verification? Call the Alberta Ag-Info Centre 310-FARM (3276) toll-free. Questions about the age verification process? Contact the Canadian Cattle Identification Agency at www.canadaid.ca or 1-877-909-BEEF (2333).

Alberta