

Ashley is the General Manager of Canadian Cattle Identification Agency (CCIA), an industry-initiated and led, not-for-profit organization incorporated to establish a national livestock identification program to support efficient trace back and containment of serious animal health and food safety concerns in the Canadian livestock industry. CCIA is the Responsible Administrator of the animal identification and traceability program for beef cattle, bison, sheep and pending regulatory amendments, farmed cervids and goats.

Under Ashley's leadership, CCIA is active within the livestock industry building strong working relationships, maintaining and managing the Canadian Livestock Tracking System Database (CLTS), which is secure and accessible for traceback, promoting how to be compliant as a regulated party in relation to the CLTS, and educating stakeholders on how to use the CLTS and where they can purchase tags.

Ashley is committed to supporting traceability through research and development, strengthening partnerships, and promoting best practices. Together these efforts will help position Canada as a global leader in livestock traceability contributing to the industry's success and reputation worldwide.