

For immediate Release

Reintroduction of the FDX tag for cattle identification

Longueuil, September 30, 2013 – Agri-Traçabilité Québec (ATQ) is pleased to announce the reintroduction of the FDX electronic identification tag starting on November 4, 2013. This tag, used for cattle identification, was withdrawn from the market at the end of the summer of 2011 due to technical problems during the reading of this identifier at several auction sites.

Following an update to the reading equipment for tags at all auction sites in Quebec, carried out during the withdrawal period, the FDX tag is now ready for reintroduction into the market. "The return of the FDX tag is good news for all as this will allow cattle producers to have access to a low cost, quality identifier," said Marie-Christine Talbot, ATQ General Director.

Similar to HDX electronic tag technology, which will continue to be available at ATQ, the FDX tag meets ISO 11784 and 11785 standards. In addition to a high quality performance rating, this tag, which is part of the range of *Ultraflex* identifiers supplied by Allflex, sells for less than the HDX ear tag.

It should be noted that some automated cattle production facilities, such as calf feeders and milking parlors, may be incompatible or may reduce the performance of the FDX tag. Stakeholders interested in receiving more information on this subject should communicate directly with their production equipment supplier.

ATQ wishes to inform industry stakeholders that tags must be paid for at the time of ordering and an order form is available at www.atq.qc.ca. ATQ also wishes to note that debit card, credit card or check remain the three methods of accepted payment.

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Source:

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