

**For Immediate Release**

**Bovine Tags – End of the cost-sharing measure and price modification**

**Longueuil, September 11, 2013** – The Agri-Traçabilité Québec (ATQ) Board of Directors has announced its decision to end the cost-sharing measure applicable to the cattle identification and traceability system chargeable fees. ATQ also announced that this decision will result in a price modification of bovine tags as of September 30, 2013.

The decision to end the cost-sharing measure is based on an analysis of the costs and risks assumed by ATQ in the process of collecting the chargeable fees from La Financière agricole du Québec (FADQ). This decision also responds to a request made by the Fédération des producteurs de bovins du Québec (FPBQ).

The end of the bovine tag cost-sharing measure will release the FADQ from deducting part of the chargeable fees from the Farm Income Stabilization Insurance (ASRA) program compensations. It is important to note, however, that fees will be collected for production sectors covered by this measure, after September 30<sup>th</sup>, 2013, for orders made before this date.

ATQ would like to inform stakeholders that tag orders must be paid when ordered and that a new order form is now available. ATQ would also like to remind them that banking, credit card and cheque payments remain the three modes of payment accepted.

-30-

*Contact:*  
*Hugues Larocque*  
*Editorial Advisor, Communications and Training*  
*Agri-Traçabilité Québec*  
*hlarocque@atq.qc.ca*