

NEWS RELEASE
For immediate release

**CATTLE IDENTIFICATION: 5-DIGIT METALLIC TAGS
WILL NO LONGER BE AVAILABLE FROM ATQ**

Longueuil, August 24, 2015 – Agri-Traçabilité Québec (ATQ) is announcing that the *Kurl-Lock* 5-digit metallic tags sold as complementary cattle identification will no longer be available **as of August 31, 2015**.

This decision is the result of the marketing of another *Kurl-Lock* metallic tag with **9 digits**, which was introduced following the conclusion of a commercial agreement between the Fédération des producteurs de bovins du Québec (FPBQ) and the supplier, *Ketchum*.

Available since December 8, 2014, this 9-digit metallic tag, **which can only be ordered by contacting the *Ketchum* company directly**, better responds to producers' needs by allowing them to get the animal's official identification number printed when sending a purchase order to *Ketchum*.

It should be noted that the 9-digit metallic tag may be affixed as a **complement** to the regulation identifiers, but **may not in any case replace the double identification** that must be made for the animal by attaching the approved tags (electronic tag and visual tag).

For additional information about the regulation in Quebec regarding cattle identification and traceability, contact ATQ Customer Service at 1-866-270-4319 or visit us at www.atq.qc.ca.

Process for ordering 9-digit metallic tags

ATQ and the FPBQ, which are not involved in the ordering process, would like to remind producers wishing to order 9-digit metallic tags that they must place their orders by calling *Ketchum* Customer Service at 1-613-342-8455. A purchase order is also available on the company's website at www.ketchum.ca/_pdfs/bon%20de%20commande.pdf

- 30 -

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