

## PRESS RELEASE

### For immediate release

## ATQ successfully launches its new SimpliTRACE application!

**Longueuil, March 14, 2016.** – Agri-Traçabilité Québec (ATQ) is pleased to announce that the official launch of its new traceability Web application, named SimpliTRACE, has successfully been completed. In fact, March 14, 2016, will, from now on, mark a significant moment in ATQ history. The technological shift undertaken by ATQ throughout the past few years is now complete and represents an important evolution for the traceability sector at both the Quebec and Canadian level.

### **SimpliTRACE: a forward-thinking system founded on ATQ expertise**

ATQ designed the SimpliTRACE application to replace its current data management system with a more efficient, state-of-the-art system to manage traceability data from Quebec. SimpliTRACE was developed on the basis of business intelligence from the traceability sector acquired over the past 14 years. The software architecture is based on an in-depth analysis of the main regulatory aspects in Quebec in terms of animal identification and traceability.

Designed with a secure and user-friendly interface, the application has been developed with the goal of allowing all Quebec producers and stakeholders in the cattle, sheep and deer sectors to access their ATQ file online and to electronically produce their declarations.

As part of the launch of SimpliTRACE, and with the objective of optimizing the management of the Quebec traceability database, some new rules for transmitting data are in effect. It should be noted that these new requirements do not modify in any way the *Regulation respecting the identification and traceability of certain animals*.

### **A large-scale and collaborative project**

ATQ would like to sincerely thank its partners as well as the many stakeholders, businesses and producers from various sectors who collaborated on the implementation of SimpliTRACE. The success of this large-scale project is very much attributable to the valued collaboration of all these players.

ATQ would also like, in particular, to thank the ministère de l'Agriculture, des Pêcheries et de l'Alimentation du Québec (MAPAQ), La Financière agricole du Québec (FADQ) as well as the Union des producteurs agricoles and the specialized federations for their commitment and significant contribution to this accomplishment.

Furthermore, for their hard work, their ability to overcome new challenges and to adapt to changes, ATQ would like to recognize all the employees of its organization who, since the beginning of the project, have helped achieve this objective.

### **To register with SimpliTRACE**

ATQ is inviting all agricultural businesses in the cattle, sheep and cervid sectors to register with SimpliTRACE as of today. To register with SimpliTRACE, you must contact ATQ Customer Service by telephone.

By registering, you will be able to get access codes to SimpliTRACE, such as your username and password. It should be mentioned that the access codes for the ATQ Direct website will not be valid for SimpliTRACE. When registering, you must provide your ATQ stakeholder number and a valid email address.

### **To find out more**

Feel free to call ATQ Customer Service or visit our website at [www.atq.qc.ca](http://www.atq.qc.ca) for additional information on SimpliTRACE or any other topic regarding traceability.

Please note information videos (in French only) on how SimpliTRACE works are now accessible at [www.atq.qc.ca/tutoriels](http://www.atq.qc.ca/tutoriels).

### ***To contact ATQ Customer Service***

*Monday to Friday 7:30 a.m. to 12:00 p.m., and 1:00 p.m. to 4:30 p.m.  
Toll free: 1 866 270-4319*

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