

**NEWS RELEASE**  
**For immediate distribution**

**Quebec producers can now make their traceability declarations  
using a new smartphone app**

**Longueuil, September 5, 2017** – Agri-Traçabilité Québec (ATQ) is pleased to announce a new application is now available. Called **SimpliTRACE Mobile**, the app allows producers to make traceability declarations directly from an Android mobile device.

By virtue of the *Règlement sur l'identification et la traçabilité de certain animaux* (regulation on identification and traceability of certain animals), cattle, sheep, and deer producers are required to transmit information regarding the identification of their animals and the declarations of movement to the Agri-Traçabilité Québec central database. To provide agricultural enterprises with a user-friendly and easy to use tool, Agri-Traçabilité Québec developed the **SimpliTRACE Mobile** application which allows producers to make declarations directly from the farm with just a few clicks.

**Offered free of charge**, this new declaration tool has been designed so that producers can access the entire list of tags associated with their file straight from their phones, reducing the risk of transcription errors. Easy to install, **SimpliTRACE Mobile** is compatible with all electronic stick readers sold by ATQ. The tag numbers read by the electronic stick reader can then be uploaded in the **SimpliTRACE Mobile** application without the need to access another computer in order to make the declarations. It should be noted that all types of declarations can be made with the SimpliTRACE Mobile application.

The new application works with or without an internet connection, so users can now register their declarations no matter where they are. These declarations are transmitted to the ATQ database once the smartphone picks up a network connection.

Please note that SimpliTRACE Mobile does not transmit the required data to La Financière agricole du Québec as part of the Programme d'assurance stabilisation des revenus agricole (ASRA, Farm Income Stabilization Insurance program). However, information recorded by the mobile device will be entered into the producer's traceability file in the ATQ database.

## How can you start using SimpliTRACE Mobile?

Opening a SimpliTRACE account is required to access the **SimpliTRACE Mobile** application. Additionally, users must have a minimum amount of mobile data available on their smartphone or access to a WIFI network for downloading the application and transmitting declarations.

Agricultural enterprises in the bovine, ovine and cervid sectors can download SimpliTRACE Mobile using Google Play. Additional information and practical tools, such as download and usage guides, are available on the ATQ Web site at:

[www.atq.qc.ca/en/mobile](http://www.atq.qc.ca/en/mobile)

SimpliTRACE Mobile is now available for use on Android devices only. An IOS version is currently under development for Apple devices.

For technical support when installing or using SimpliTRACE Mobile, contact the ATQ Automation Service at:

### **ATQ Technical Support**

*From Monday to Friday, between 8:30am and 4:30pm*

*Toll-free telephone number: 1 866-270-4319, # 3*

*Email: [automatisation@atq.qc.ca](mailto:automatisation@atq.qc.ca)*

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