

**NEWS RELEASE**  
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## **Agri-Traçabilité Québec Becomes the Service Provider of the National Traceability Solution for the Dairy Sector**

**Longueuil, April 16, 2018** – Agri-Traçabilité Québec (ATQ) is pleased to announce that it has reached an agreement to become the service provider to create, develop and host the **DairyTrace** solution, the new traceability database for Canadian dairy cattle.

This mandate will be part of an agreement between Dairy Farmers of Canada and Canadian Dairy Network (CDN) to ensure the implementation of a system that will meet the highest standards of traceability for Canadian dairy cattle. The system will be in compliance with regulatory requirements as well as with the requirements of the proAction traceability module for Canadian dairy cattle. The **DairyTrace** initiative, a vision developed by Dairy Farmers of Canada, will be managed by Canadian Dairy Network, which will become the responsible administrator at the national level. The two organizations are very pleased with the significant progress made towards achieving the dairy cattle industry goal of a national traceability system.

The **AGTWeb** platform, which was developed by Agri-Traçabilité Québec, was chosen for its high-performance features. Based on the three basic principles of traceability, namely animal identification, site identification and movement reporting, **AGTWeb** possesses all the necessary features that will allow effective control and safety interventions in the case of a health crisis for the entire Canadian dairy industry.

ATQ is very proud to be able to put its **AGTWeb** platform to work again. It was developed and successfully proven not only in Quebec with the *ministère de l'Agriculture, des Pêcheries et de l'Alimentation* (MAPAQ), but also in the Canadian pork industry with the PigTrace solution, implemented in 2014 and managed by the Canadian Pork Council (CPC). ATQ has been acting as an advisor to the CPC for many years and its collaboration with the Canadian Dairy Network is along the same lines.

ATQ would like to thank Dairy Farmers of Canada (DFC), with whom it has been collaborating for many years, Canadian Dairy Network (CDN) and Agriculture and Agri-Food Canada (AAFC) which provided some initial support towards the **DairyTrace** initiative. The funding has been provided through the Growing Forward 2 program.

## About Agri-Traçabilité Québec

Founded in 2001, Agri-Traçabilité Québec is an independent non-profit organization whose mission is to develop, implement and operate a permanent identification and traceability system for livestock in Quebec, and to contribute to the improvement of food safety and to the competitive capacity of producers.

Agri-Traçabilité Québec also supports various stakeholders in traceability at the national and international level by providing its expertise in terms of traceability systems.

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*Source:*

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