

**PRESS RELEASE**  
**For immediate distribution**

## **New! SimpliTRACE Mobile is now available for iOS device users (iPhone)**

**Longueuil, May 14, 2019** – Agri-Traçabilité Québec (ATQ) is pleased to announce that the SimpliTRACE Mobile application is now available for iOS device users.

SimpliTRACE Mobile is an application offering bovine, ovine and cervid producers the ability to make their traceability declarations using a smartphone. On September 5, 2017, ATQ put into production its application for Android-type devices. Following increasing demand from users of iPhone models, ATQ started to develop an iOS application.

It should be recalled that the SimpliTRACE Mobile tool was designed to help farming operations transmit animal identification and movement declarations to ATQ's central database covered by the Regulation respecting the identification and traceability of certain animals. With SimpliTRACE Mobile, producers can access their complete list of identifiers directly from their phone, reducing the risk of transcription errors.

As with the application for Android models, SimpliTRACE Mobile iOS is free and allows the user to perform all types of declarations. It should be noted that the iOS version is only compatible with the Allflex models of identifier reading sticks sold at ATQ. The ID numbers read by the electronic reader can then be downloaded into the SimpliTRACE Mobile application and there is no need to access another computer to complete these declarations.

The 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 Apple Store (iOS) or Google Play (Android). 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)

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

### **ATQ Technical Support**

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

*Toll-free telephone number: 1 866 270-4319*

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