

PRESS RELEASE
For immediate distribution

NEW FOR BOVINE IDENTIFIERS

Longueuil, October 5, 2020 – Animal identification is one of the fundamental principles of Québec's traceability system, and this is why Agri-Traçabilité Québec (ATQ) is pleased to announce the following improvements and changes for bovine identifiers.

NEW ULTRAFLEX IDENTIFIER

The retention of identifiers is a significant challenge for producers. The arrival of the Ultraflex identifier in 2011 greatly contributed to improving this issue to the satisfaction of bovine producers. With an eye on continuous improvement, ATQ has worked closely with the Allflex team over the past year to make further improvements to the Ultraflex identifier aimed at increasing retention performance. As of this fall, Québec cattle producers will be able to obtain a new identifier approved by the Canadian Food Inspection Agency (CFIA).

Changes in the rear panel's shape

- ✓ The upper part is taller and less round as well as being reinforced around the shaft
- ✓ A slightly longer shaft to improve air circulation and aid in healing



NEW LOGO ON DAIRY IDENTIFIERS



In addition, on October 5, 2020, Lactanet Canada and Dairy Farmers of Canada will officially launch **DairyTrace**, the national dairy cattle traceability program. As Lactanet has been recognized as the national administrator responsible for dairy cattle under Part XV of the *Health of Animals Regulations*, **the logo on dairy cattle identifiers will be the DairyTrace logo from now on.**

Dairy Cattle Identifiers Available on October 5, 2020	Beef Cattle Identifiers Available on December 7, 2020
	

ORDERING IDENTIFIERS

Dairy cattle producers will be able to order the new identifiers as of **October 5, 2020**, and **beef cattle** producers as of **December 7, 2020**. Orders can be placed by contacting an ATQ Customer Service agent by phone during opening hours or by accessing the online ordering module available via SimpliTRACE. ATQ would like to remind producers that only identifiers with regular markings can be ordered using the online module.

To reach ATQ Customer Service

From Monday to Friday, between 8:30 a.m. to 12:00 p.m. and 1:00 p.m. to 4:30 p.m.

Toll-free: 1 866 270-4319

Website: www.atq.qc.ca

- 30 -

Source:

Geneviève Goulet

Administrative & Communication Agent

Agri-Traçabilité Québec

ggoulet@atq.qc.ca