



NEWS RELEASE
For immediate release

Food traceability
International breakthrough for Agri-Traçabilité Québec

Longueuil, May 3rd, 2011 – Agri-Traçabilité International (ATI), a branch of Agri-Traçabilité Québec, proudly announces that an agreement was reached with the government of the Republic of Chile concerning the diagnosis of the Chilean traceability system in the bovine and ovine sectors. On mission in Chile, the organization proceeded this week with the official signature of this agreement at government headquarters, in Santiago.

A first

Agri-Traçabilité International was selected by the Chilean government for their expertise in food traceability. It is a first incursion abroad for this Québec organization, after years of effort.

"Thanks to the government of Quebec vision, who introduced regulations by livestock production as well as joint action and mobilization of all industry stakeholders, we succeeded in positioning ourselves as a worldwide leader in animal traceability ", explained Daniel Marcheterre, ATQ Director General, who described the agreement concluded with the Chilean government as historic.

Over recent years, the worldwide industry of livestock production was shaken by crisis. And the issues are serious for countries exporting foodstuffs.

There are similarities between the Chilean and Quebec agri-food industries, in particular regarding the regulations established there, which are based on livestock productions. They face many challenges concerning food safety and security, and the most significant is the requirement to conform to traceability standards required by certain countries for importing products. The current Chilean traceability system does not completely meet the criteria, which explains their request for ATQ expertise.

Mission in Chile

The Quebec delegation is made up of a multidisciplinary team comprising of representatives from ATI and the business partners Référence Systèmes and Epsilia.. These companies are considered as being experts in their business sector.

From April 23 to May 4, 2011, the members of this delegation will carry out interviews with Chilean authorities, producers and private businesses. Their mission will include visiting production and transportation facilities, cattle auctions and slaughterhouses. Finally, the group will take the opportunity to understand the Chilean regulations and all other aspects of the animal sector, such as information management systems and technology. This mission is consistent, over the medium and long term, with the objective of improving the Chilean traceability system.

About Agri-Traçabilité Québec

Agri-Traçabilité Québec is a stand-alone non-profit organization created in September 2001. ATQ is responsible for the development and implementation of a permanent identification and traceability system for Quebec agricultural products, both animal and vegetal. Its board of directors is made up of representatives from the Union des producteurs agricoles (UPA), the Ministère de l'Agriculture, des Pêcheries et de l'Alimentation du Québec (MAPAQ) and from La Financière agricole of Quebec (FADQ). Animal traceability from the farm to the slaughterhouse has been implemented since 2002 in the dairy and beef sectors, since 2004 in the sheep (lamb and sheep) sector, and since 2009 in the large cervid (wapitis and red deer) sector. Created in 2006, Agri-Traçabilité International offers the expertise and the technological solutions developed by Agri-Traçabilité Québec.

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