

# 2018-2019 Activity Report



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2018-2019 Agri-Traçabilité Québec Activity Report

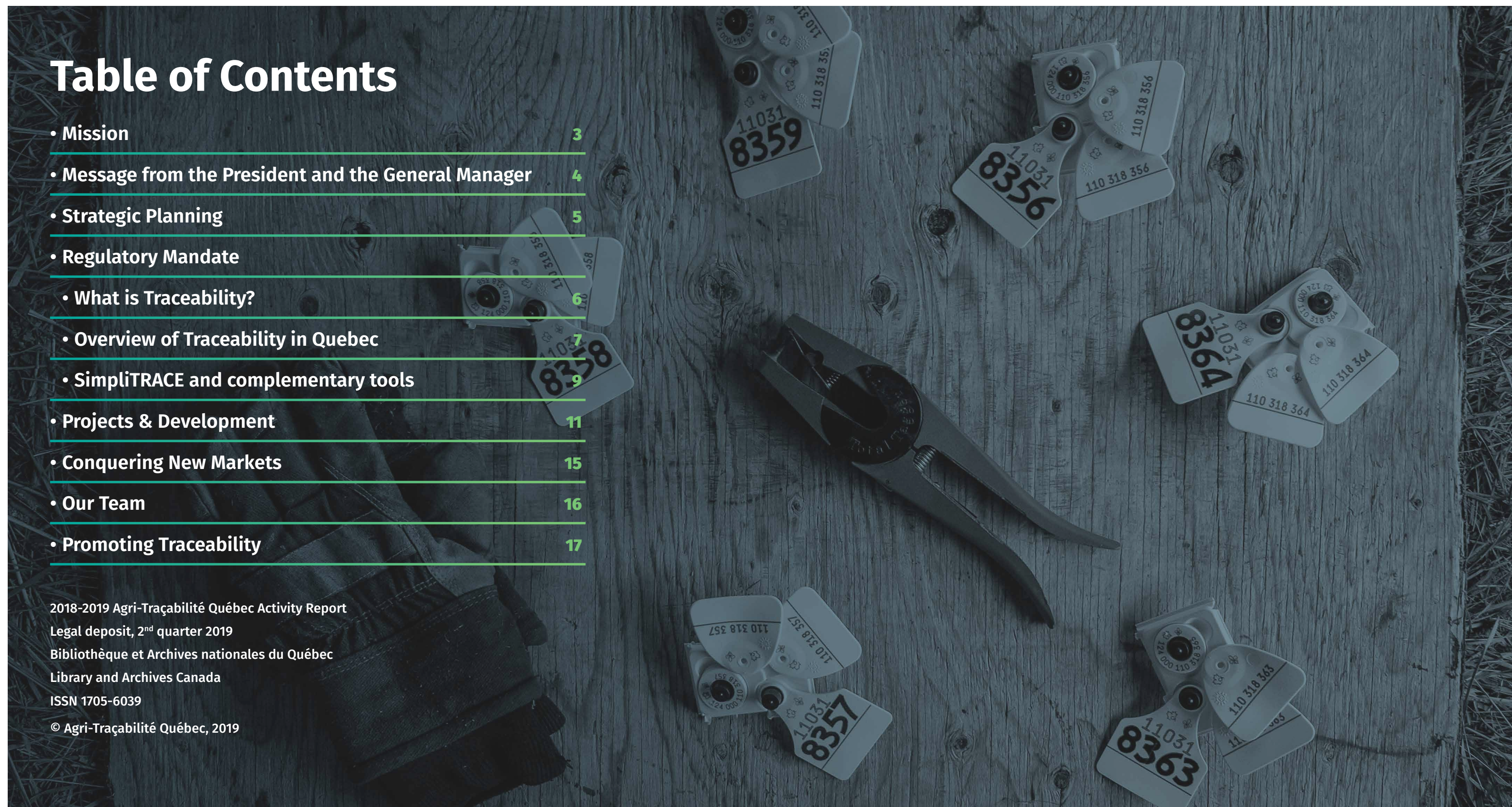
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# Mission

THROUGH OUR ACTIONS, WE MONITOR FOOD SAFETY FOR ALL QUEBECERS ON A DAILY BASIS

The mission of Agri-Traçabilité Québec is to make a significant contribution to the improvement of food safety and the competitiveness of Quebec producers through the development, implementation and operation of a permanent identification and traceability system for food and agricultural products, for both animal and crop production.

For more than 17 years, we have proudly supported agricultural stakeholders on a daily basis with regard to their traceability obligations. Our close working relationships helps our team to fully understand the needs and to constantly innovate in order to offer reliable solutions and high-performance tools to meet a common goal: increasing added value for producers and the overall industry while contributing to food safety for the benefit of consumers.

***Our responsibility: to implement reliable, efficient, responsive and forward-thinking traceability solutions to meet the challenges of supply chain security.***



# Message from the President and the General Manager



Agri-Traçabilité Québec has followed a unique path since the Ministère de l'Agriculture, des Pêcheries et de l'Alimentation du Québec (MAPAQ) and agricultural producers decided to implement a complete and entirely electronic animal traceability system in the early 2000s. They knew that this approach was leading-edge, they also wanted it to be exceptional: the results have proven them right.

## ATQ: AT THE FOREFRONT OF TECHNOLOGY, RESPONSIVE TO SOCIETY

In recent years, traceability has been able to provide additional value due to, on the one hand, technological advances, and on the other, the evolution of societal expectations.

Starting with animal and premises identification, traceability activities have diversified into the collection and monitoring of data linked to product origin, animal health, biosecurity, animal welfare and even antibiotic resistance. All these elements, which help to further secure the supply chain, also reinforce public trust while being interpreted through the lens of new issues such as the processing, exploitation and adding value to massive amounts of data.

## A TRUSTED ROLE FOR THE ACTORS IN THE SECTOR

Our strategic planning has confirmed the importance of these developments and the convergence of opportunities that have been created are allowing us to grow as the reference point in the area of traceability, both in the context of MAPAQ's *Politique bioalimentaire 2018-2025* and our diversified achievements with partners, which is all incorporated within this activity report.

The role defined in our mandate is as unique as it is essential: above and beyond managing traceability, we have the capacity to detect and evaluate the most promising technologies as well as to put them to work, all the while listening to your needs and providing daily support for their implementation. The positive results coming from our surveys reflect your satisfaction with these continuous improvements of our services.

## OUR HUMAN RESOURCES: THE KEY TO OUR SUCCESS

ATQ can count on exceptional internal expertise that is deployed out in the field thanks to the dedication and availability of our employees in a sector that is in constant evolution. We would like to express our warmest thanks to you all.

To meet the challenges being addressed by traceability, we can also count on the commitment of our board of directors, the support of the Ministry, the Union des producteurs agricoles, La Financière agricole and the producers themselves. Our governance has created favourable conditions for our development in service to the entire sector.

**Martin Caron, President**  
**Marie-Christine Talbot, General Manager**

**YOUR TRUSTED PARTNER,  
DAY IN, DAY OUT...**

# Strategic Planning: 2019-2022

## WE ARE PLANNING FOR TOMORROW'S ACCOMPLISHMENTS - TODAY

In Quebec and internationally, traceability is a major issue that is witnessing significant progress in management and technology year after year.

The Ministère de l'Agriculture, des Pêcheries et de l'Alimentation du Québec (MAPAQ) was already a pioneer in the field in 2001 when it decided to regulate animal traceability and mandate Agri-Traçabilité Québec (ATQ) to ensure good management.

In addition to electronic identification and traceability for livestock, new information collection tools have gradually been added, resulting in added value achievements in the areas of product origin, animal health and welfare, and biosecurity. MAPAQ's *Politique bioalimentaire 2018-2025* targets these issues and highlights societal expectations, placing the consumer at the heart of its concerns.

In this complex, evolving environment, our partners are facing new challenges related to globalization and the reorganization of value chains, to new technologies, and access to and value extraction from data.

It is therefore important for ATQ to review these trends and identify the key elements that will enable us to successfully address the challenges arising from certain situations

in our sector. In an exercise of collaborative reflection with ATQ's founding members, MAPAQ, the Union des producteurs agricoles (UPA) and the Financière Agricole du Québec (FADQ), we developed a strategic plan that identifies priority areas of action and targets in order to draw up a global business development plan over the coming year.

***This strategic approach will enable us to position ourselves favourably as a valued player over the long term and to remain a leader in traceability solutions.***

Quebec is recognized both nationally and internationally for its implementation of traceability systems. Our approach is balanced between our rigorous processes and support for our partners, making *ATQ a dynamic, interactive and innovative organization. This is a solid foundation for implementing an effective strategy, our signature brand and a service offer that meets the needs of our current and future partners.*



# Regulatory Mandate

## What is Traceability?

### TRACEABILITY: BENEFICIAL FOR EVERYONE IN THE SUPPLY CHAIN

Traceability is the ability to track the movement of a product, whether it is an animal, plant, commodity or ingredient, from one point in the supply chain to another, upstream or downstream.

In Quebec, traceability for the bovine, ovine, and cervid sectors is governed by the Regulation respecting the identification and traceability of certain animals. As part of its mandate, ATQ manages Quebec's animal identification and traceability system and is responsible for informing producers and other industry stakeholders of the rules established by this regulation, as well as those regarding transmitting information to the ATQ database.

Due to their knowledge of regulatory requirements and skill in supporting the industry stakeholders who must comply with them, our customer service agents are real guardians for traceability.

### AS PER THE REGULATORY FRAMEWORK, TRACEABILITY HAS SEVERAL OBJECTIVES:

- **IDENTIFY**  
Identify and track any animal or agricultural product; know its history, movements and current location.
- **INTERVENE**  
Limit and quickly eliminate a crisis by allowing for a rapid response to a livestock epidemic or food safety problem.
- **PREVENT**  
Improve the capacity for diagnosis and surveillance and also reduce the risks related to the import and export of livestock and plant products.

### IN QUEBEC, THE TRACEABILITY SYSTEM IS BASED ON THREE FUNDAMENTAL PRINCIPLES:

#### 1. Animal identification

- Unique 15-digit identification number
- 2 ear tags, one visual and one electronic
- Identification at birth or upon the animal's arrival in Quebec
- Declaration of when the identifier attached and date of birth

#### 2. Premises identification

- All sites containing an animal covered by the regulation must be identified
- A site can be a building, a pasture, an auction, a sorting station, an agricultural exhibition, a slaughterhouse, etc.
- Unique 7-digit identification number with a provincial code

#### 3. Declaration of movements

- Every movement, from birth to slaughter or the death of the animal, must be declared to the ATQ database



**ATQ is there to help you understand and comply with regulations: The key to success for an efficient traceability system**

The expertise of our customer service agents and our state-of-the-art automated tools are at your service to help you meet regulatory requirements.

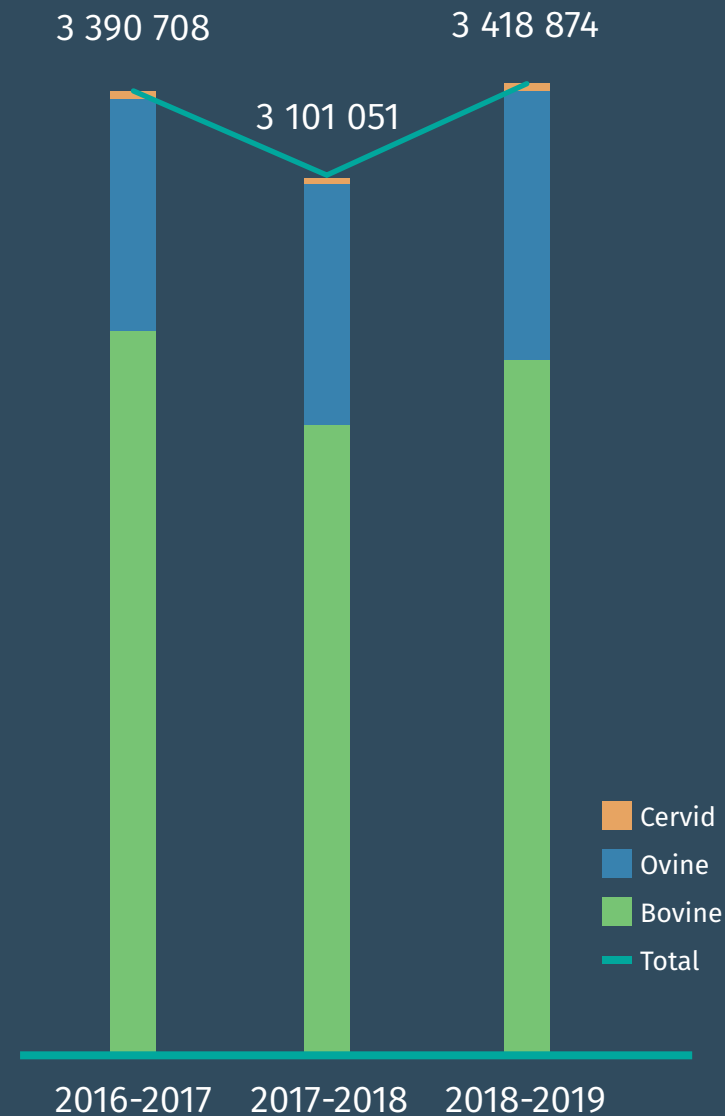
Visit our website to review the obligations of the various agricultural stakeholders in Quebec.

[Obligations of the various stakeholders in Quebec](#)

# Regulatory Mandate

## Overview of Traceability in Quebec

Declarations transmitted by producers and stakeholders



THE INVOLVEMENT OF NUMEROUS PRODUCERS AND INDUSTRY STAKEHOLDERS CONTRIBUTES TO THE QUALITY AND SUCCESS OF THE QUEBEC TRACEABILITY SYSTEM.

Year after year, thousands of Quebec producers actively contribute to the success of our traceability system.

Declarations from producers (births, animal arriving at the farm, deaths and other movements) make up **34%** of all declarations made in 2018-2019. In addition, all stakeholders make declarations regarding auctions, slaughterhouses, agents acting on behalf of producers, agricultural exhibitions, etc., which makes it possible to follow

the animal from birth to slaughter. Each year, more than **3 million** declarations are recorded in the ATQ database.

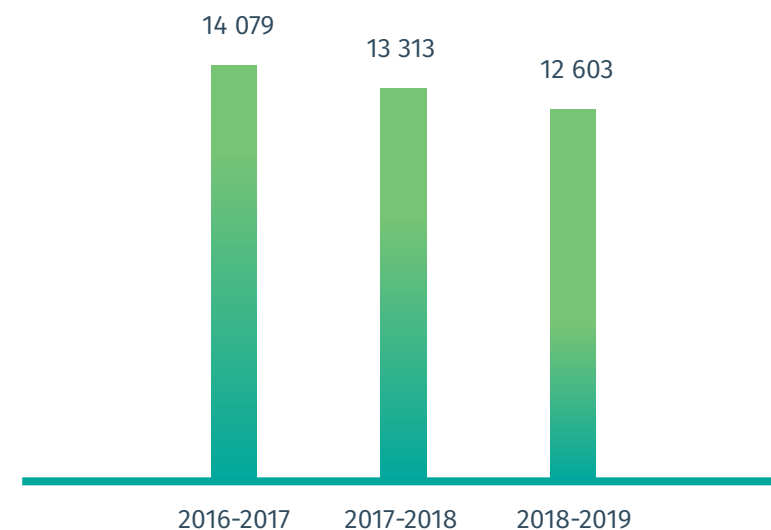
### ONE DATABASE WITH SEVERAL OPTIONS FOR DECLARATIONS

Declarations from producers and stakeholders are recorded in the ATQ database and can be made by telephone, fax or email, or electronically through the online SimpliTRACE application or other livestock management software.

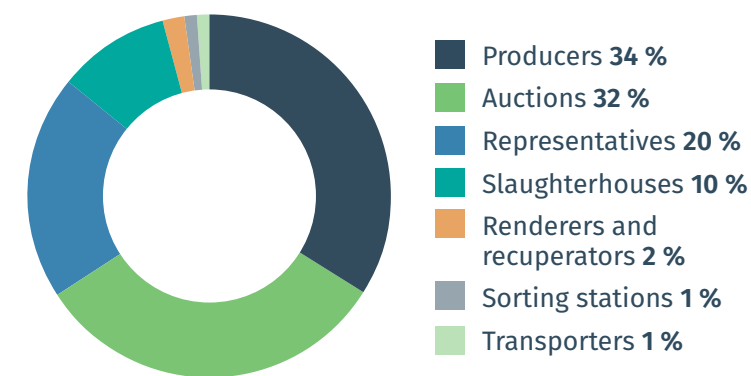
### AUTOMATED DECLARATIONS: MORE RELIABLE, EFFICIENT AND QUICK

The increasing use of automated traceability tools is helping to optimize the process of collecting and sending data. Over the past three years, we have witnessed an increase in producers' use of the SimpliTRACE application to transmit their traceability declarations.

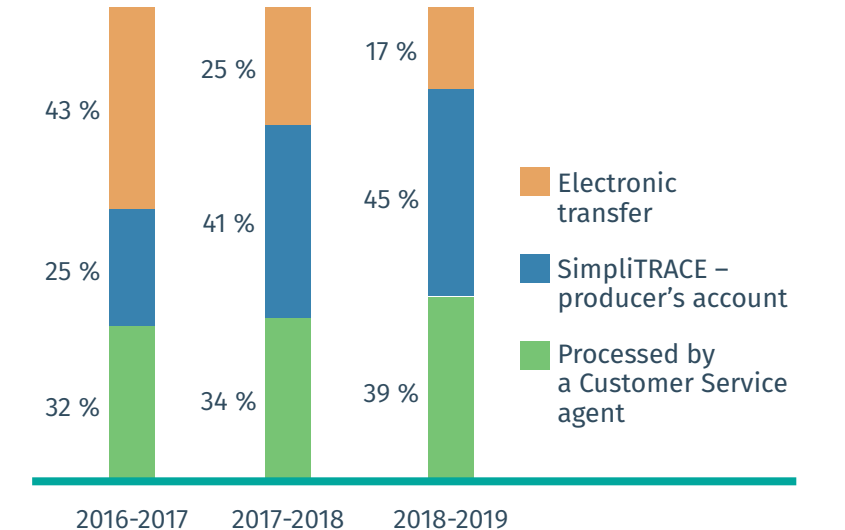
Number of active producers



Distribution of declarations amongst stakeholders



Origin of declarations from producers



# Regulatory Mandate

## Overview of Traceability in Quebec

### A COMMITMENT TO QUALITY FOR ALL TRACEABILITY STAKEHOLDERS

The level of support that ATQ offers its clients is demonstrated by its courteous and professional Customer Service employees who attentively listen to client needs. Customer Service received **43,628 calls** in 2018-2019.

### TRACEABILITY BY PRODUCTION SECTOR



#### BOVINE SECTOR:

**11,416** active producers and stakeholders

**546,518\*** identifiers ordered

**2,444,241\*** declarations transmitted

- **48%** of declarations transmitted via SimpliTRACE
- **8%** of declarations transmitted via electronic transfer
- **44%** of declarations transmitted via telephone, fax, mail or email



#### OVINE SECTOR:

**1,327** active producers and stakeholders

**218,275\*** identifiers ordered

**960,391\*** declarations transmitted

- **39%** of declarations transmitted via SimpliTRACE
- **33%** of declarations transmitted via electronic transfer
- **28%** of declarations transmitted via telephone, fax, mail or email



#### CERVID SECTOR:

**100** active producers and stakeholders

**3,676\*** identifiers ordered

**14,242\*** declarations transmitted

- **55%** of declarations transmitted via SimpliTRACE
- **0%** of declarations transmitted via electronic transfer
- **45%** of declarations transmitted via telephone, fax, mail or email

\* Between April 1, 2018, and March 31, 2019

# Regulatory Mandate

## SimpliTRACE and complementary tools

Our team of specialists designed the SimpliTRACE application, one of the most high-performance, state-of-the-art systems to manage traceability data in Quebec. Launched in 2016, the application aims to simplify the process of collecting, transmitting and managing information in the ATQ database.

SimpliTRACE was developed with a user-friendly, secure interface so all Quebec producers and agricultural stakeholders in the bovine, ovine and cervid sectors in Quebec could easily access their ATQ account online and transmit declarations electronically.

### SIMPLITRACE EXPRESS

- Capture identifier numbers using an electronic stick reader
- Connect your electronic reader to your computer
- Transfer the data collected by the reader to the SimpliTRACE application

## A HIGH-PERFORMANCE IT SOLUTION FOR MANAGING YOUR TRACEABILITY DATA

*SimpliTRACE: the IT solution that simplifies collecting and transmitting your traceability data to ATQ, ensuring greater compliance and high-quality data.*



# Regulatory Mandate

## SimpliTRACE and complementary tools

### SIMPLITRACE MOBILE

Access the entire list of identifiers associated with your file directly from your mobile phone

- Compatible with electronic stick readers sold by ATQ (iOS compatible only with Allflex readers)
- Access to your inventory of identifiers
- Synchronization with your SimpliTRACE account
- Simplified and fast for declarations
- Access to a summary of your declarations

### SIMPLITRACE MOBILE IS NOW AVAILABLE FOR APPLE PRODUCTS!

Our team of experts has recently developed an iOS version of our application. The Android version has been available since September 2017.

Visit the declaration tools section of our website to learn more or to download the application.

[Declaration tools](#)

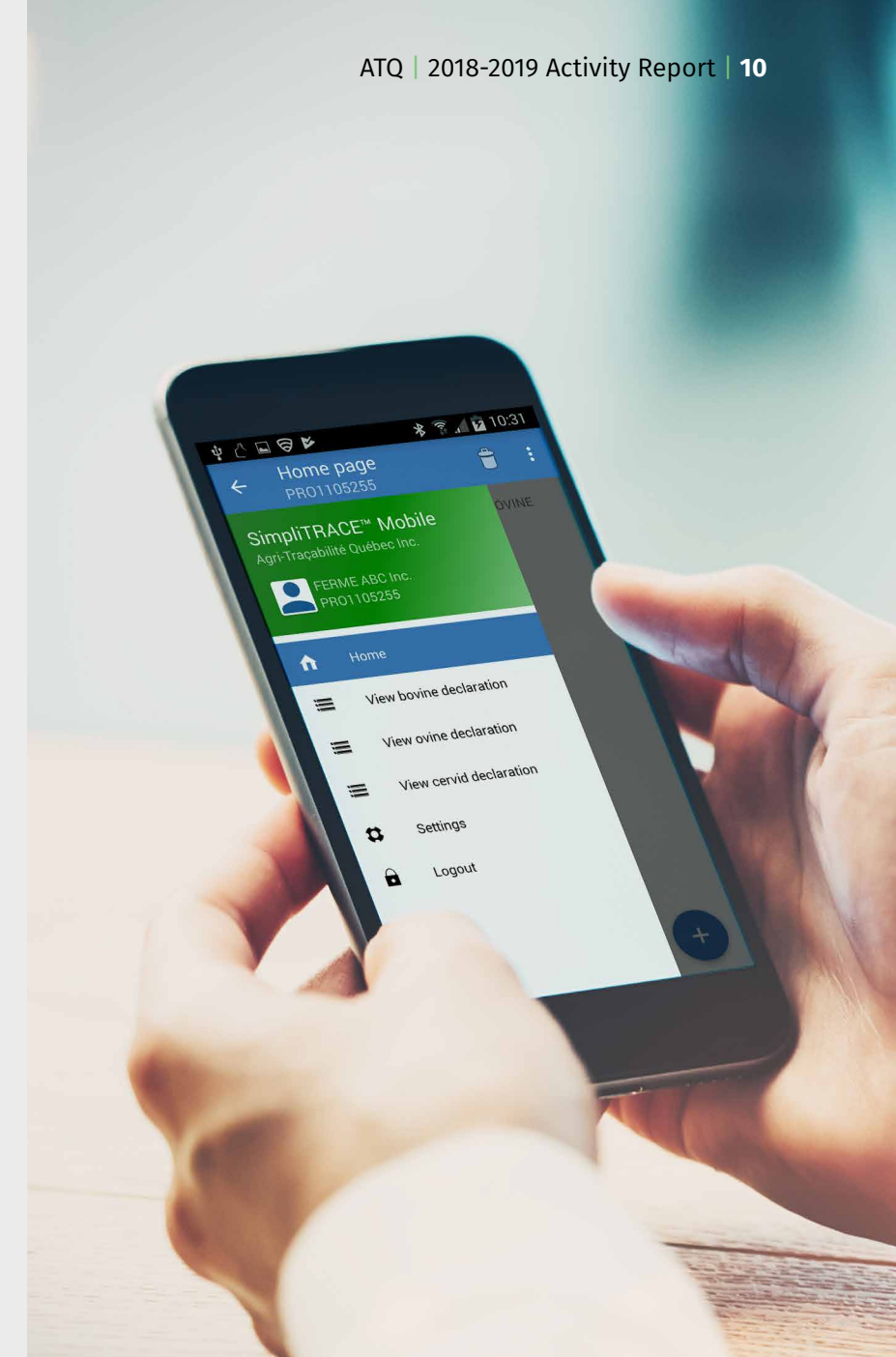
### PURCHASE YOUR IDENTIFIERS ONLINE

As of September 18, 2018, you can purchase your identifiers online. We developed this option and added it to the SimpliTRACE application to offer you more flexibility.

- Order your identifiers with regular markings at any time
- It's easy: Access your SimpliTRACE account, click on ORDER, then on CREATE

Access your account to order identifiers: [SimpliTRACE](#)

For technical support regarding SimpliTRACE or one of its complementary applications, contact ATQ Customer Service:



*Did you know that all types of declarations can be made with the mobile application? The stored information is then sent to the ATQ database as soon as the smartphone picks up a network connection.*



### ATQ TECHNICAL SUPPORT

Monday to Friday, from 8:30 a.m to 12:00 p.m. and from 1:00 p.m. to 4:30 p.m.  
Tel: (450) 677-1757  
Toll-free: 1 866 270-4319  
Email: [sac@atq.qc.ca](mailto:sac@atq.qc.ca)

Don't have a SimpliTRACE account yet?  
Call us and we'll help you set one up!

# Projects & Development

## OUR EXPERTISE IN TRACEABILITY: AN AGILE AND EFFECTIVE RESPONSE TO THE CHALLENGES SPECIFIC TO EACH SECTOR

Our development efforts have helped us to build a dual expertise that combines consulting and technology, enabling us to offer cutting-edge solutions that meet the requirements of the various sectors and that are supported by our technical and professional services. Our team focuses on understanding issues and forming active partnerships to develop effective, custom traceability solutions, earning us recognition as a world-class leader.

***Our involvement in many projects as an expert consultant or solution provider, at home and abroad, have enhanced our expertise and made it possible for us to keep pace with market trends and technological advancements.***

Over the past year, our teams have been called upon to carry out several projects and provide support services.

### WEB PORTAL

**Partner:** Ministère de l'Agriculture, des Pêcheries et de l'Alimentation du Québec (MAPAQ)

**Objective:** To develop a solution to collect the data required for assigning premises.

**Benefits:** ATQ will provide premises numbers to all agricultural producers in Quebec, whether subject to regulations or not, who must meet traceability requirements.

- Since October 18, 2018, producers in the caprin sector have been able to obtain a premises number by contacting ATQ Customer Service
- The project is continuing in order to finalize the development of a solution to collect the data required for assigning premises to pork and bison producers
- Processes have been implemented to train the employees responsible for providing customer support

### PASSEPORT VEAU

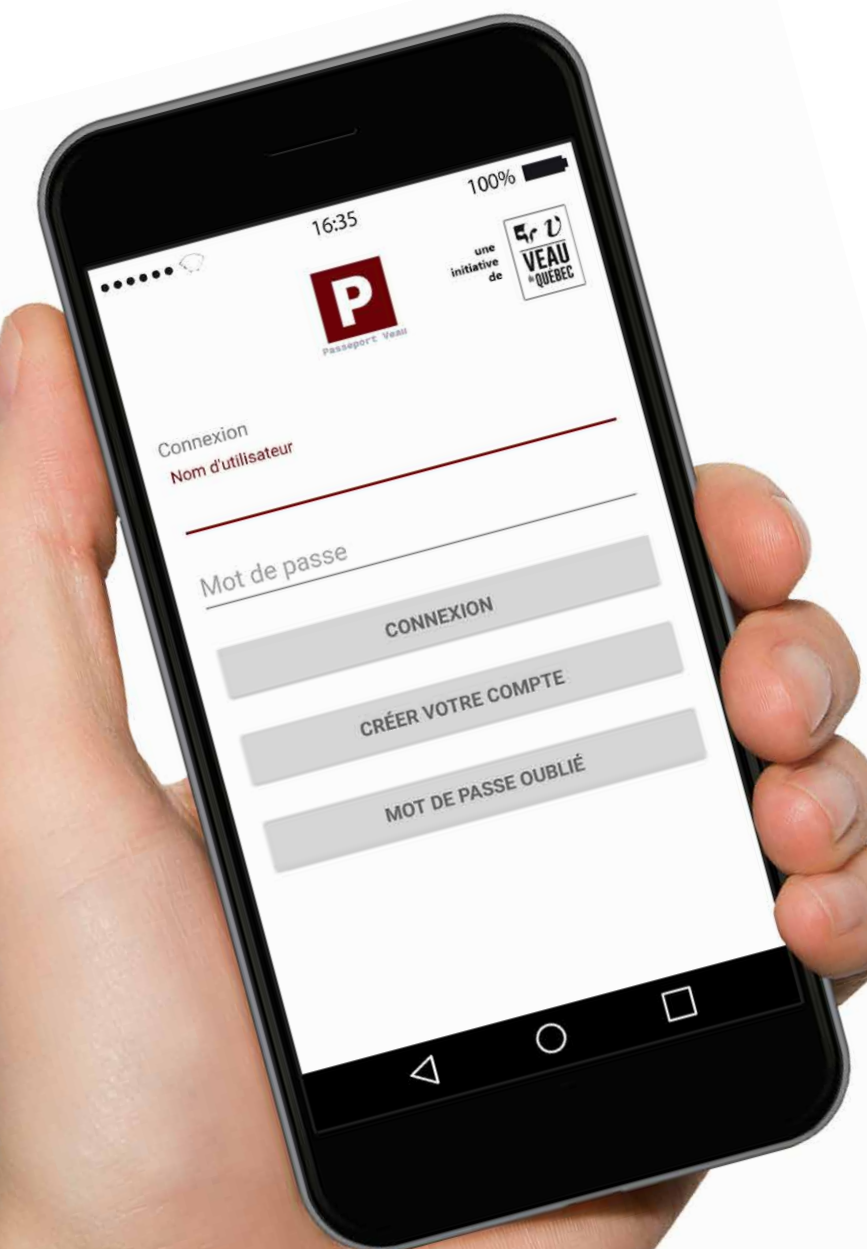
**Client:** Les Producteurs de bovins du Québec (PBQ)

**Objective:** Develop a mobile application for Android and iOS devices: Passeport Veau

**Benefits:** The Passeport Veau will bring added value to traceability data for the benefit of Quebec's veal sector.

- Record data on calf identity
- Linked to the ATQ identifier number
- Declaration once the tag is attached

***Passeport Veau has been available since January 14, 2019, and can be downloaded via Google Play or the Apple Store***



# Projects & Development

## MANITOBA HOG TRANSPORT PROGRAM

**Client:** Manitoba Pork Council

**Objective:** Develop and implement a data transfer tool for Manitoba hog transporters

**Benefits:** Allows Manitoba hog transporters to validate certain health information for trucks crossing the Canada-U.S. border.

***This application has been available since February 1, 2019***

## ELECTRONIC FORM FOR ANTIBIOTIC USE ON FARMS

**Client:** Les Éleveurs de porcs du Québec

**Objective:** Optimize the application that collects information on antibiotic use, initially developed by ATQ in 2017.

**Benefits:** Analyze antibiotic use in feed (mixed feeds), water and injectables on Quebec pork farms.

## PÔLE D'EXPERTISE EN SERVICES-CONSEILS AGRICOLES: VIAGRITEL

**Client:** Via Pôle d'expertise en services-conseils agricoles (centre of expertise for agricultural advisory services)

**Objective:** Develop an IT solution

**Benefits:** The solution enables advisors and technicians from various agricultural advisory service organizations in the province to capture and analyze accounting, techno-economic and operational data from the farming operations they support.

***The VIAgritel solution was successfully deployed for all advisory groups in autumn 2018.***



*Our understanding of the agricultural world, its challenges, constraints and various methods of operation, is an important factor that sets us apart as we provide support to our partners.*



# Projects & Development

## DAIRY FARMERS OF CANADA (DFC)

Since 2011, ATQ has supported the Dairy Farmers of Canada by acting as a national coordinator.

**Client:** Dairy Farmers of Canada

**Objective:** Coordinate the national activities of the livestock traceability component of the proAction initiative

### Benefits:

- Encourage the various stakeholders to become involved in addressing the current and future challenges of the Canadian traceability system
- Ensure knowledge transfer for best practices in terms of traceability and regulations

## DAIRYTRACE INITIATIVE

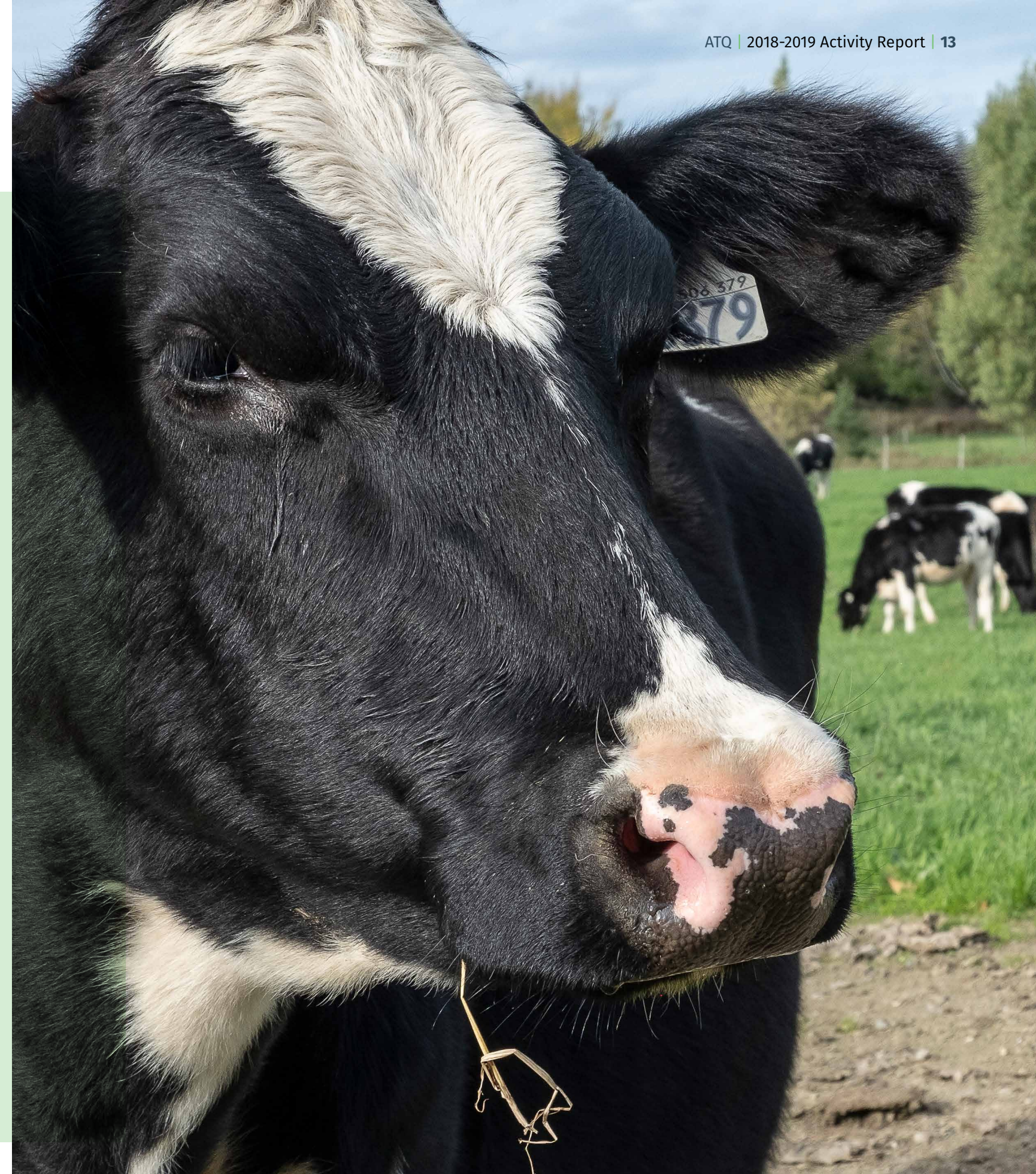
ATQ is supporting the Canadian Dairy Network (CDN) in its efforts to implement a national traceability solution for dairy cattle.

**Client:** Canadian Dairy Network

**Objective:** Create, develop and host the DairyTrace solution

**Benefits:** Implementation of a traceability database that meets the high standards for dairy cattle and that complies with regulatory requirements, such as those of the traceability component for the proAction program.

***DairyTrace was developed from the modular AGTweb solution and selected for its high-performance functions. The launch of this new traceability solution for dairy cattle is scheduled for autumn 2019.***



# Projects & Development

## CANADIAN PORK COUNCIL

On July 1, 2014, the Canadian traceability program administered by the Canadian Pork Council (CPC) officially took effect: PigTRACE.

**Client:** Canadian Pork Council (CPC)

**Objective:** Develop and maintain the PigTRACE system

- Support
- Technical assistance
- Consulting services

**Benefits:** National database that meets traceability requirements for the pork sector.

## FROM TRACEABILITY TO EXCELLENCE

## CANADIAN PORK EXCELLENCE PROGRAM (CPE)

*The CPE program is a national platform based on PigTRACE and created by the Canadian Pork Council. It includes three important on-farm program components: traceability, food safety and animal welfare.*



In order to meet the requirements of Canadian Pork Excellence and in an effort to centralize the information from producers and standardize the program on a national level, important new modules will be integrated into the PigTRACE platform. The Canadian Pork Council has mandated ATQ to carry out this project. Drawing on its experience working with CPC, the ATQ team has been coordinating the development and implementation of this application for two years now.



# Conquering New Markets

## INNOVATIVE SOLUTIONS WITH HIGH VALUE POTENTIAL

Today, everywhere in the world, traceability is becoming a major issue. Whether it be to ensure control and safety in the event of a health crisis, to counter abuse via food fraud, to answer consumer questions or to respond to the challenges of trade. Overcoming these new challenges is complex and numerous regulatory authorities are searching for effective solutions and high-performance tools.

***ATQ is a recognized global expert in value chain traceability solutions for agriculture. We can effectively respond to the growing demand by implementing efficient processes adapted to the needs of each market.***

## BLOCKCHAIN AND BŒUF QUÉBEC

### ATQ – creating value at the forefront of technology

Still relatively unused, *blockchain* technology is presenting itself as a promising solution in the way it transparently and securely shares and processes data. For more than a year now, we have been studying the numerous advantages of this technology and feel certain that blockchain will become an essential solution and a means to develop systems capable of adapting to the conditions and needs that surround the food industry in the 21<sup>st</sup> century.

Since ATQ is thinking about tomorrow's traceability solutions today, we are coordinating efforts to implement a project aiming to integrate this new technology into *Bœuf Québec* sector in partnership with the Société des Parcs d'Engraissement du Québec (SPEQ) and AGECO.



# Our Team

## A GROUP OF TRACEABILITY EXPERTS RECOGNIZED AROUND THE WORLD

### BOARD OF DIRECTORS

Responsible for providing the organization’s strategic orientations and establishing governance processes, our Board of Directors is made up of four representatives from the Union des producteurs agricoles (UPA), two representatives from the Ministère de l’Agriculture, des Pêcheries et de l’Alimentation du Québec (MAPAQ) and a representative from the Financière agricole du Québec (FADQ).

### MEMBERS ELECTED FOR 2018-2019:

**Martin Caron**, 1<sup>st</sup> Vice-president of UPA and Chairperson for ATQ’s Board of Directors

**Norman Houle**, Manager, Mauricie Regional Directorate at MAPAQ, and Vice-chairperson on ATQ’s Board of Directors

**Michel Beaulac**, Manager, Mauricie – Centre du Québec – Estrie Territory, at FADQ, and acting as the third executive member on ATQ’s Board of Directors

**Johanne Paquin**, Assistant Regional Manager, Laval-Laurentides-Outaouais-Abitibi-Témiscamingue-Northern Quebec, General Directorate of Food Inspection, MAPAQ

**Serge Beaulieu**, President, Fédération des producteurs acéricoles du Québec, representative from the UPA

**Jean-François Morin**, Executive member, Les Producteurs de lait du Québec (PLQ), representative from the UPA

**James Allen**, President, Fédération de l’UPA de Chaudière-Appalaches



From left to right: Serge Beaulieu, James Allen, Marie-Christine Talbot, Martin Caron, Johanne Paquin, Norman Houle, Michel Beaulac, Jean-François Morin

### OUR TEAM IS OUR DRIVING FORCE

**Our organization is made up of passionate, committed, talented and professional people.**

With experience in project management, computer science, customer service and many other functions, members of the ATQ team have a large number of years of experience within our organization. Combing these complementary types of expertise in traceability is the driving force behind our organization.

## ORGANIZATIONAL STRUCTURE

### BOARD OF DIRECTORS



### GENERAL MANAGEMENT



Administrative Services



Operations and Customer Service



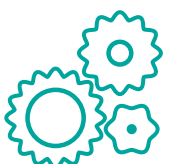
Development services



Communications Services



IT Services



Technical Support Services

# Promoting Traceability

## OPEN TO THE WORLD AND BEING PROACTIVE: OUR TWO WAYS OF STAYING IN THE LEAD

Since our founding in 2001, ATQ has been an active member of numerous committees in Quebec and Canada. We value the importance of these committees, which promote collaboration between industry stakeholders and between industry and governments, and which also provide an important forum for discussing traceability issues.

We also contribute our expertise internationally by taking part in various events that bring together the major players in the industry. This approach to highlighting our reputation for excellence has aroused interest beyond our borders and inspired various organizations to seek out our services.

Here are some of the events that we have taken part in, at home and elsewhere.

### 2018-2019 EVENTS

Conference Centre de référence en agriculture et agroalimentaire du Québec  
April 17, 2018

Conferences and workshops at the Salon International de l'Alimentation (SIAL)  
May 1<sup>st</sup> and 3<sup>rd</sup>, 2018

Livestock Traceability Regulatory Implementation Committee  
May 23, 2018  
December 12-13, 2018  
March 6-7, 2019

Conference | Canadian Poultry & Egg Processors Council  
June 4, 2018

Meeting with the Minister of Agriculture and *Bœuf Québec* | ITHQ  
June 28, 2018

Meeting with CFIA | OIE's evaluation report on the performance of veterinary services in Canada  
August 1, 2018

Visit of a delegation from the United Kingdom  
August 6-10, 2018

Industry forum on dairy cattle improvement | Valacta AGM and Canadian Dairy Network  
September 19, 2018

Annual meeting of partners | Stratégie québécoise de santé et de bien-être des animaux  
October 17, 2018

Interview with Radio-Canada on the L'Épicerie program on November 28, 2018  
November 5, 2018

Meeting with CFIA and specialized groups from the UPA | Safe Food for Canadians Regulations  
November 27, 2018

CFIA Meeting | Cervid traceability  
December 20, 2018, and February 5, 2019

Industry Government Advisory Committee (IGAC)  
February 13-14, 2019

## ACKNOWLEDGEMENTS

We would like to thank the Ministère de l'Agriculture, des Pêcheries et de l'Alimentation du Québec (MAPAQ) and Agriculture and Agri-Food Canada for their collaboration and support in developing the traceability system. We would also like to sincerely thank all of our partners and the numerous producers and industry stakeholders without whom the traceability project would not be possible.