

Activity Report

2021 | 2022

Table of Contents

• Message from the President and the General Manager	3
• Our mission and its implementation	5
• Livestock Traceability	6
• Traceability – By the Numbers	8
• Animal Identifiers: A Crucial Element of Traceability	10
• Traceability of Excavated Contaminated Soil	13
• <i>Traces Québec</i> Usage Statistics	15
• Valued Traceability for our Partners Across the Country	17
• The Organization	19
• The composition of the board of directors	20
• Acknowledgments	20

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Message from the President and the General Manager

Resilience and Reinvention

These two words, which have become a real leitmotif for Quebec society since March 2020, have also taken on their full meaning at Attestra. Despite the reorganization of work caused by the pandemic situation and notwithstanding various technical challenges, our vigilant and proactive teams have maintained their professional services to all of Attestra's stakeholders.

Intense beginning and end of the year in a context of continuous improvement

The year 2021 was punctuated by significant milestones related to IT and identifiers, two components in our daily operations essential to carrying out the organization's mission.

Evolution of information technology

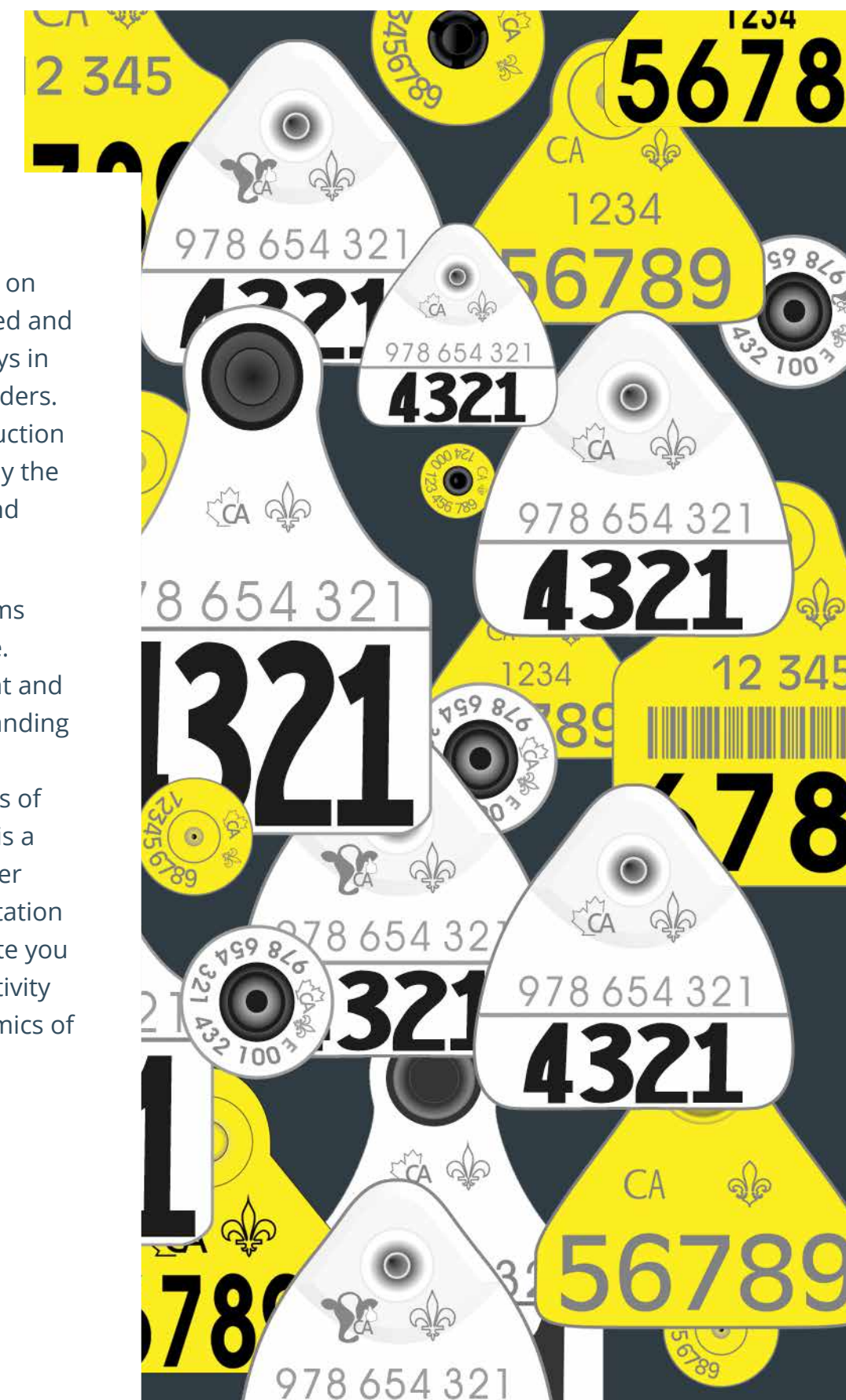
An event related to security, along with the prevalence of teleworking, accelerated the implementation of new work tools. The development of our digital transformation plan, which aims to replace our technological packages and move over to the digital cloud, also took an important place during the year. This large-scale project is part of a broader digital transformation context as we intend to provide our partners and clients with an even more up-to-date experience that is adapted to their needs.

Also driven by the context of human resource scarcity, this digital transformation strategy will allow Attestra to concentrate on tasks that add value, for which our expertise is required, all the while outsourcing certain other related tasks.

Allflex identifiers supply issue

When Allflex updated its computer system on November 17, 2021, it did not go as planned and supply issues resulted, causing major delays in the processing and delivery of identifier orders. While waiting for the normal pace of production to resume at Allflex, Attestra had to remedy the situation by taking over the preparation and delivery of regular orders.

Producers were understanding as our teams replaced those from Allflex on short notice. In certain cases, they had to be very patient and we sincerely thank them for their understanding and cooperation. In this context, certain producers have requested that the services of a new identifier supplier be retained. This is a legitimate request that Attestra will consider over the course of the next year, in consultation with our board of directors. We would invite you to read the section on identifiers in this activity report, a file designed to explain the dynamics of managing identifiers.



Large-scale Innovative Projects

Although the year was overloaded, Attestra completed various large projects, such as the delivery of the traceability system for contaminated excavated soils for the Ministère de l'Environnement et de la Lutte contre les changements climatiques (MELCC). As highlighted elsewhere in this activity report, we have also continued to develop and improve existing systems and two important contracts were signed within the framework of projects that are in line with our strategic objective of adding value to traceability data, regardless of the sector.



The Challenge of Human Resources

We read and hear about it everywhere, the labour shortage is an issue for all organizations, and Attestra is no exception. The year was marked by the recruitment and integration of several new staff members in an exclusively virtual manner, following retirements for some and new professional opportunities for others, and by internal appointments and staff movement. It is in this context that we are making every effort to maintain and improve our power of attraction and retention of employees. This positioning is based on the trust that we place in our human resources who, in turn, are committed to offering the best services to our customers and partners. *We raise confidence*, this is Attestra's motto.

Throughout this tumultuous year, the team at Attestra stood out for its solidarity and for listening, with its employees mobilizing quickly to roll up their sleeves when the situation required. More than ever, we thank you from the bottom of our heart!

At the Heart of a Quality Ecosystem

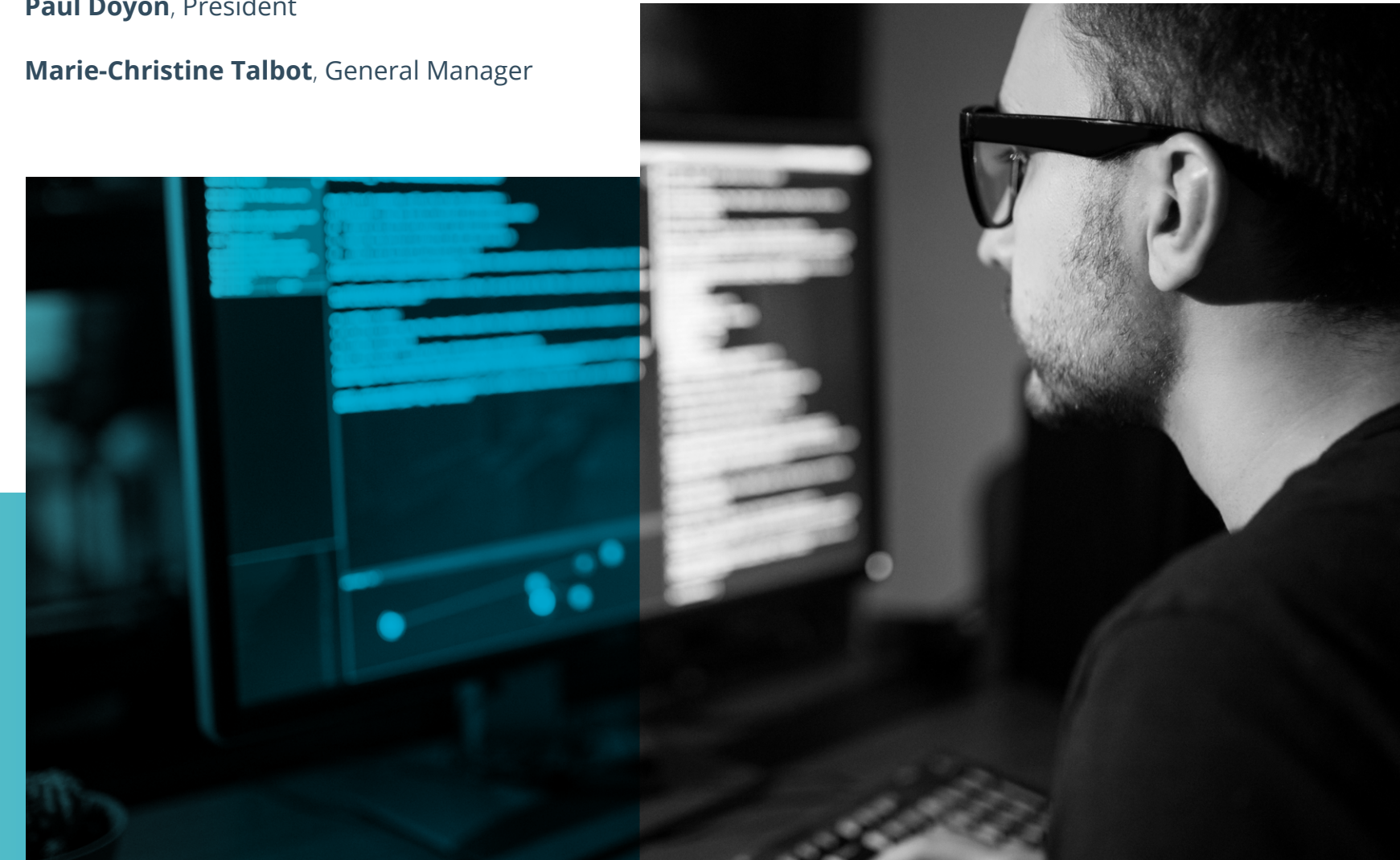
We would like to thank our long-standing partners, mentioned in this activity report, for their support and understanding throughout the year. Improving our work methods and tools will have a positive impact for everyone very soon.

Finally, we would also like to thank the members of the board of directors for their valuable contribution and unwavering support over the past twelve months.

Enjoy the read!

Paul Doyon, President

Marie-Christine Talbot, General Manager



Our mission and its implementation

In 2021, as in previous years, our professional team was engaged, collaborated and displayed transparency with its customers in all the projects entrusted to it, and carried them out with rigour and in compliance with societal expectations.

The deployment of our consulting expertise and of our technological know-how allows us to support our partners in the biofood sectors on a daily basis and to offer sensible traceability solutions.

Our mission

Attestra develops, implements and manages tailor-made identification and traceability systems with proven effectiveness.

Our promise

“In a globalized economy with perplexing supply chains, the Attestra team puts its consulting expertise and technological know-how to work in service to the public, businesses and governments to implement sensible traceability solutions that isolate risk, ensure trust, and promote growth.”

Our values

Expressed through each of our actions, every day they guide the fulfilment of our mission.



Excellence



Quality



Security

Our ways of doing things

Both for new projects and as part of supporting our partners, Attestra constantly adapts to changes and to constantly evolving technological challenges. Our ways of doing things guarantee the success of our activities and are guided by the following principles:

Responsiveness | Innovation | Client-based approach | Integrity



Livestock Traceability

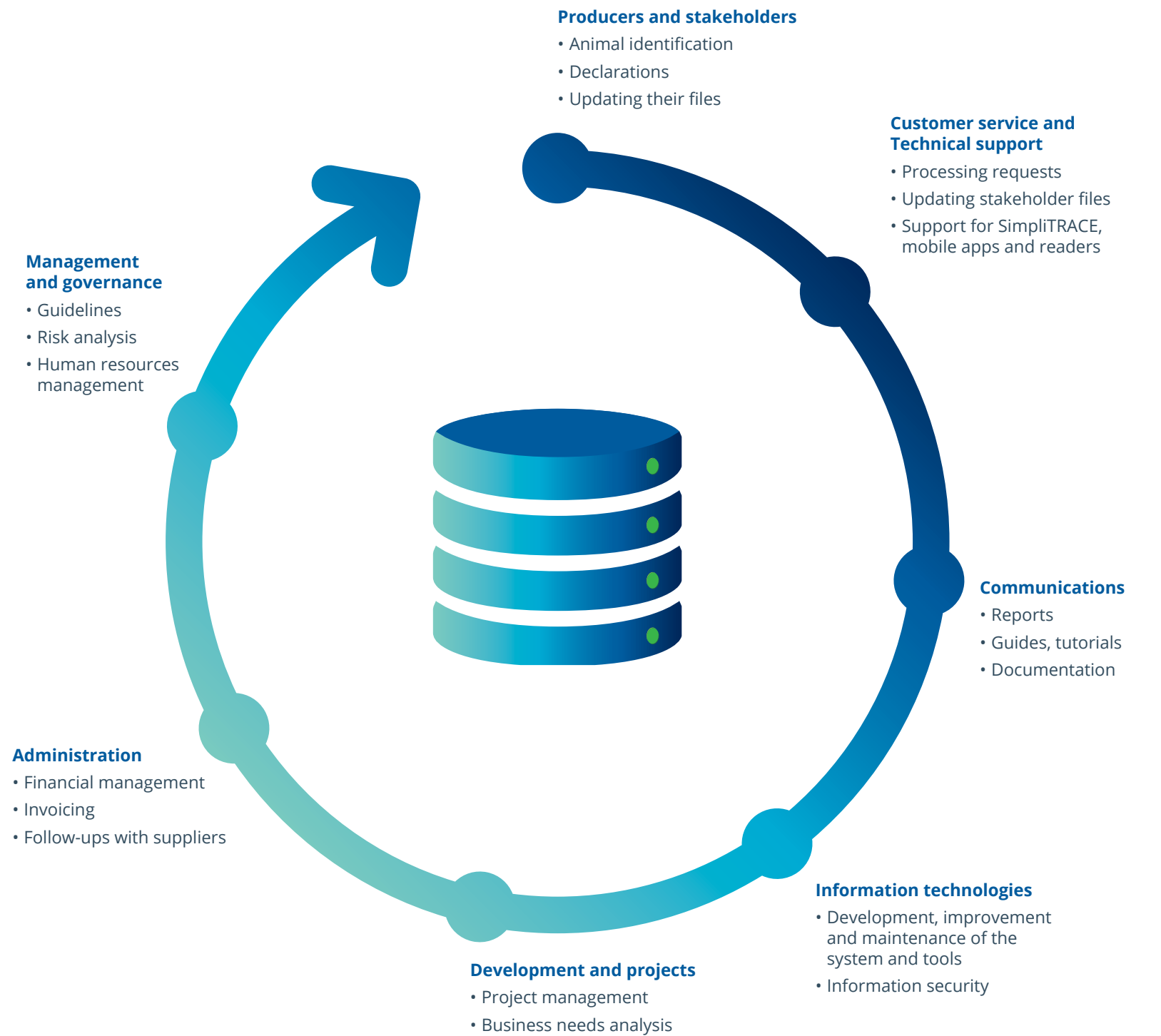
The Quebec identification and traceability system developed by Attestra allows the players in the agri-food sector to benefit from an efficient management tool and to preserve their reputation as quality producers.



Since its creation, Attestra develops, implements and manages the Quebec identification and traceability system for farm livestock and supports stakeholders on a daily basis so that everyone complies with their traceability obligations.

The primary objective of this system is to ensure surveillance of the sanitary situation in order to protect human and animal health, and food safety. By making it possible to quickly identify the at-risk areas in case of a health issue, and by ensuring prioritized and efficient interventions, the traceability system limits economic and social repercussions and preserves the value of livestock.

For Attestra, the quality of the information collected in the traceability database is a constant concern. While the team at Attestra plays an important role in maintaining the traceability system's performance and in the services offered, the collaboration of producers and stakeholders is equally essential in the success of this mandate.



The animal traceability system is based on 3 basic elements called the “pillars of traceability”



**Site
identification**



**Animal
identification**



**Movement
of animals**

Maintain reliable animal identification in all circumstances

From December 2021 to March 31, 2022, Attestra’s customer service was exceptionally mobilized in order to ensure the identification of animals covered by the regulation.

During this period, the identifier supplier Allflex experienced a major upheaval in its production chain following the migration of its computer system. Allflex was unable to process orders properly and significant delays have accumulated. This adverse event had repercussions across North America.

Attestra, which previously offered a system to order identifiers already in stock for urgent cases, developed a larger process in order to enable producers to meet their animal identification obligations despite the situation. Therefore, all orders were directed to Attestra’s customer service department, which was able to provide regular type identifiers to producers. Since the situation occurred during a time of the year when lamb producers experience a high birth rate and anticipate a high level of sales, lamb being a traditional meal for several religions in the spring, Attestra gave priority to the ovine production and lifted the limit on identifier orders for the ovine producers. An actual distribution centre was set up within our offices in Longueuil!

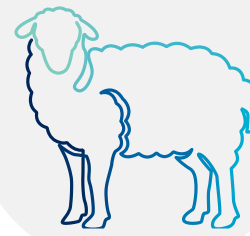
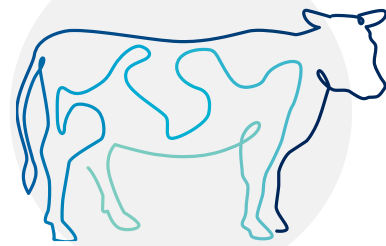
- A system of in-stock orders was developed to ensure the processing and delivery of orders for regular-type identifiers, for all productions. Special orders were, for their part, transmitted to Allflex.
- A communication campaign was deployed in order to inform producers, partners and the Ministère de l’Agriculture, des Pêcheries et de l’Alimentation du Québec (MAPAQ).
- Several problems in the production process at Allflex were identified and resolved; however, a significant volume of orders had still accumulated at the beginning of 2022. The teams continue to put everything in place in order to return to a normal production rate.
- From December 2021 to March 2022, Attestra distributed 117,158 identifiers

Attestra employees have demonstrated rigour and expertise throughout the management of this crisis.

Consult our file on identifiers on page 10 to learn more about how they are managed in Quebec.



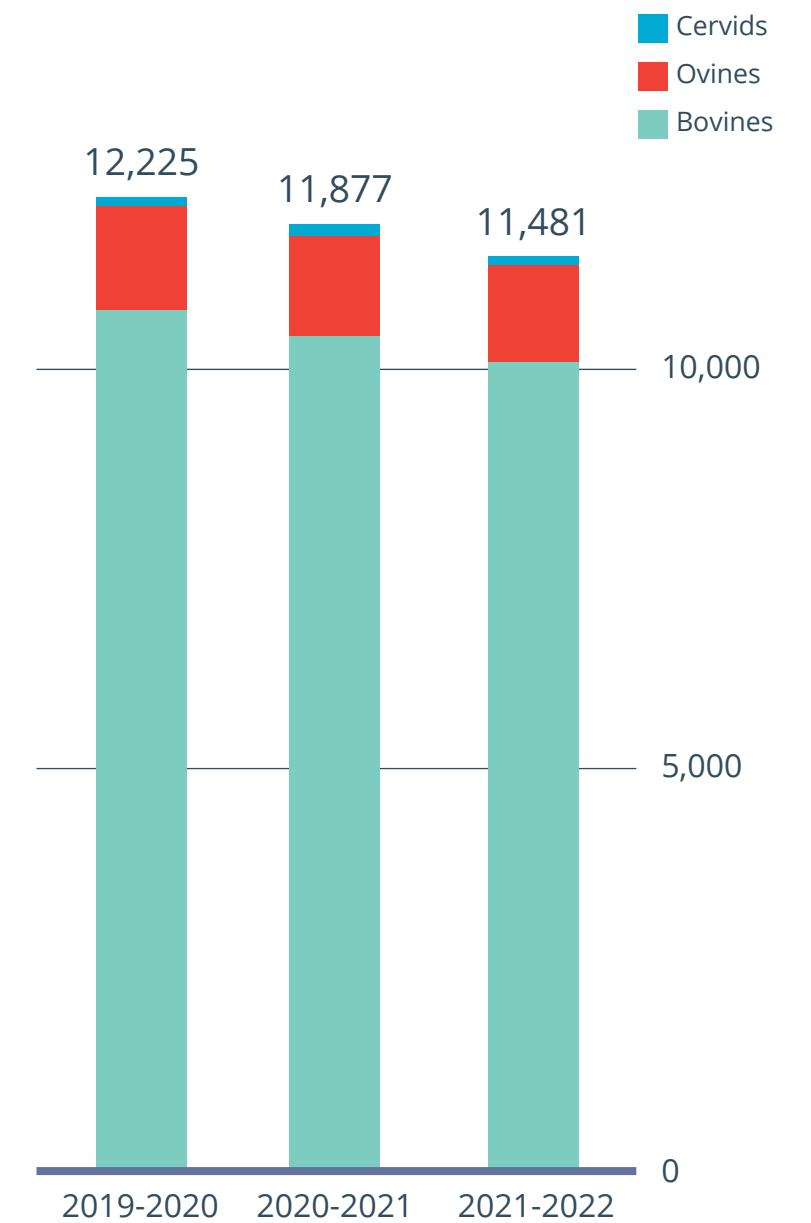
Traceability – By the Numbers



	BOVINE SECTOR	OVINE SECTOR	CERVID SECTOR
Number of active producers & stakeholders	10,160	1,220	101
Total number of declarations sent	2,260,160	889,851	4,248
Declarations sent via a SimpliTRACE account	58%	40%	78%
Declarations sent by electronic transfer	10%	42%	0%
Declarations made by telephone, fax, mail or email	32%	18%	22%

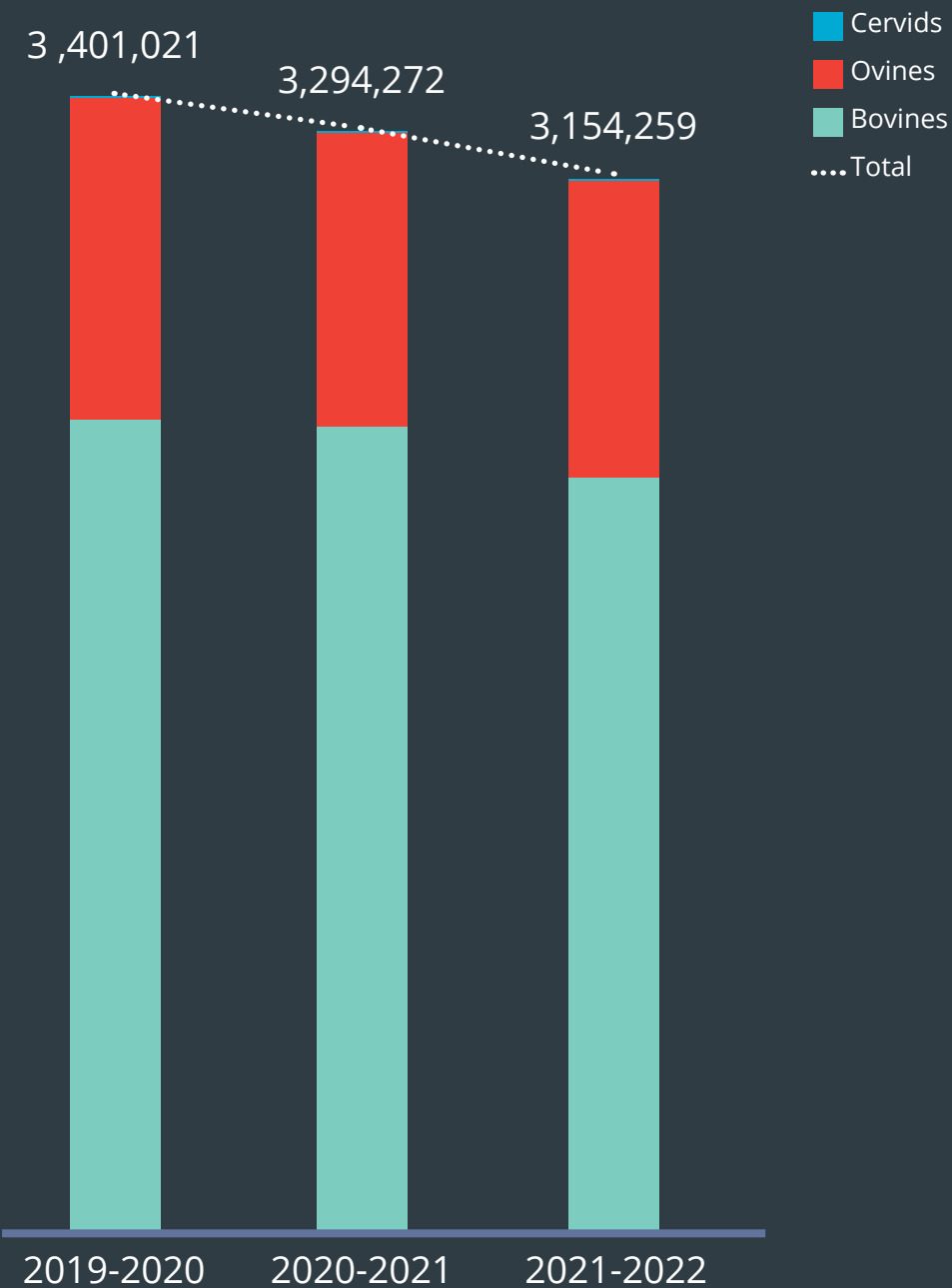
Producers only

Evolution of active producers & stakeholders by production type

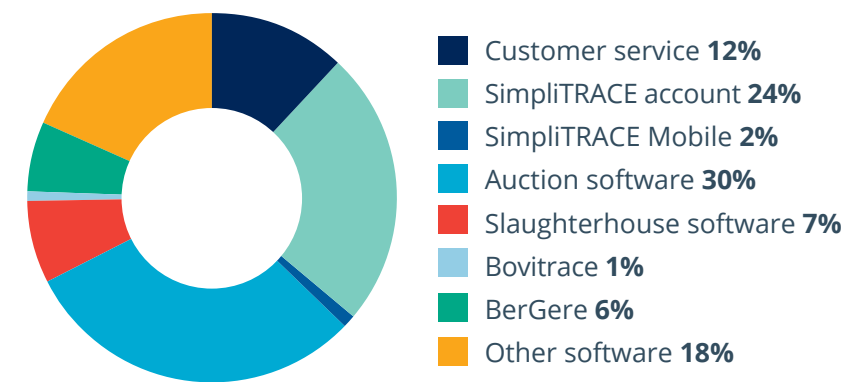


Traceability – By the Numbers

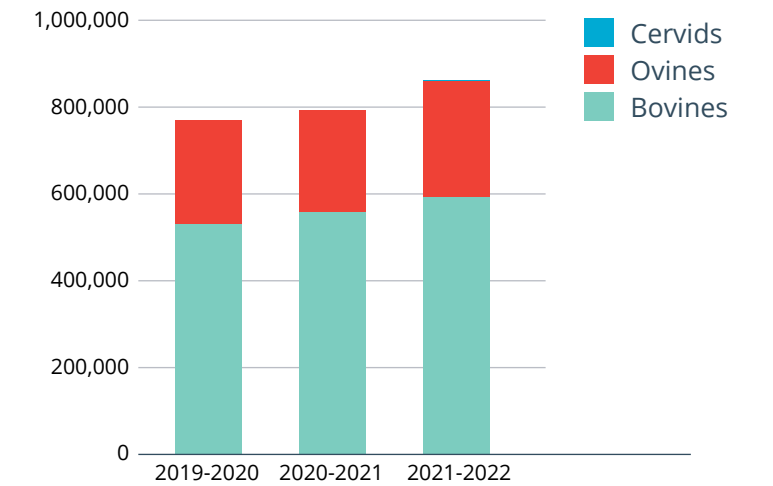
Declarations sent by producers & stakeholders



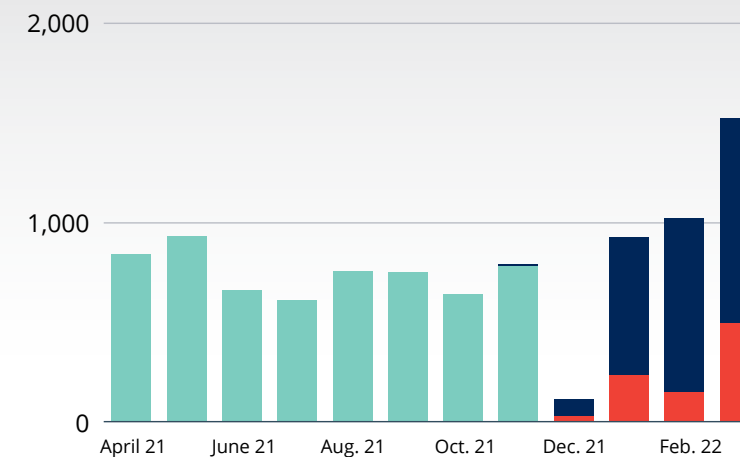
Origin of declarations by all stakeholders



Evolution of the number of identifiers ordered & delivered, by production type



Identifier Orders



From April 2021 to November 2021, the system allowed orders to be sent directly to Allflex (in turquoise).

From December 2021 onwards, following the computer problems at Allflex, the majority of orders were processed manually and shipped by Attestra (in blue). Of the large number of orders sent to Allflex, a small proportion were shipped (in red).

Animal Identifiers: A Crucial Element of Traceability

Managing identifiers is a process that is more complex than it seems. This section presents the established rules and obligations in place, while detailing the continuous sharing of information between systems, which allows for complete traceability as soon as the identifiers are issued.

A rigorous two-level regulation

The manufacturing and supplying of identifiers is regulated at two governmental levels:

- The Canadian Food Inspection Agency (CFIA)
- The Ministère de l'Agriculture, des Pêcheries et de l'Alimentation du Québec (MAPAQ)

The CFIA approves and revokes identifiers, as requested by authorized organizations such as Attestra.

The CFIA's requirements are the following:

- The transponder must be certified by the *International Committee for Animal Recording* (ICAR) and must comply with ISO-11784 and ISO-11785 standards.
- Performance and compliance tests must be performed:
 - Laboratory tests
 - Field testing in Canada over a defined time period, up to a year
 - The tests are done on the farm, with different reading equipment, to ensure the readability of identifiers throughout the traceability chain, especially in auctions that use specific reading devices.

The identifier must meet the following criteria:

- Inviolability
- Good long-term ear retention
- Reading performance
- Compatibility with all identifier reading equipment
- Upholding the previous criteria all along the chain, from the farm of origin through to the auction, and all the way to the slaughterhouse

MAPAQ requires that animals be identified with two approved identifiers: an electronic tag and a visual panel with the same number



Identifier Production

Identifiers have built-in RFID transponders. **Radio frequency identification**, most commonly referred to by the acronym RFID, is a method of reading and recording identifier numbers using an electronic reader.

- There are two types of RFID identifiers: with HDX (*half duplex*) technology and with FDX (*full duplex*) technology
- There are differences between these two technologies and some automated installations may be incompatible with the FDX tag. Replacing an HDX type identifier with a FDX type identifier can affect an equipment's reading performance on farms, at auctions, etc.

Imported virgin identifiers, that is without a number, are received directly at the Allflex facility in Saint-Hyacinthe, Québec.

How identifiers work

Identifiers have two logos and a 15-digit number **unique to each animal** in accordance with the ISO-11784 standard.

- It is like the animal's social insurance number; it will follow the animal throughout its life.

The CFIA allocates ranges of identifier numbers for each species to designated organizations.

124 000 123456789

The animal's unique identification number in a given country

Number range that can designate an animal breed (not currently in use)

Country code meeting the ISO 3166-1 numeric standard ("124" for Canada)

Attestra manages ID number ranges



Personalization in Quebec

Allflex's Saint-Hyacinthe facility prints numbers and logos on identifiers according to the information provided by Attestra through the SimpliTRACE system.

To ensure the durability and visibility of the identifiers, printing is done by laser and, for certain types of identifiers, this can be reinforced by a second inkjet printing layered on top of the first.

Centralized management by Attestra

In total, Attestra simultaneously manages the sale of 42 types of identifiers according to the type of production, technology (FDX or HDX), markings and formats (for cervids).

There are 153 reference points for identifier orders:

- 9 reference points for ovine tags
- 86 reference points for beef cattle tags
- 30 reference points for dairy cattle tags
- 28 reference points for cervid tags

Attestra provides producers with separate information sheets for each production to facilitate the choice of tags:

[Information sheet | Bovine producers](#)

[Information sheet | Ovine producers](#)

[Information sheet | Cervid producers](#)

Order processing

For each order placed by a producer, the SimpliTRACE system issues an order number **which is associated with the producer's file.**

Every day, at the end of the day, the SimpliTRACE system sends the orders electronically to Allflex in Saint-Hyacinthe.

- Allflex receives the orders: each tag number is associated with the producer's file;
- Allflex produces the identifiers: on the production chain, the system manages the printing of the numbers on the identifiers, the package assembly, the boxing and the delivery address;
- The merchandise is shipped to the producer and a confirmation is sent to Attestra, always via the SimpliTRACE system.

This system allows, in particular, the reissuing of tags with the same number when required, the printing of control numbers and the processing of other special orders.

It also offers producers with direct access to their unused identifier inventory, stored in their stakeholder file, facilitating declarations from the SimpliTRACE producer account or from SimpliTRACE Mobile.

Finally, this system ensures traceability upon receipt of orders via the SimpliTRACE system!

It is forbidden to remove animal tags in any way. Consult our reminders on animal identification and traceability to know what to do when an animal loses one or more of its identifiers.



Traceability of Excavated Contaminated Soil

Traces Québec: an effective integrated solution developed in Québec thanks to Attestra's know-how

September 2020 marked an important milestone in the diversification of Attestra's activities, as the Ministère de l'Environnement et de la Lutte contre les changements climatiques (MELCC) entrusted our organization with the mandate to develop and manage a computerized traceability system for excavated contaminated soil. As a consequence, throughout 2021, Attestra's experts deployed their consulting and technological know-how to set up the *Traces Québec* system, an integrated solution, custom-developed to ensure the traceability of excavated contaminated soils from their original location to their final destination.

When *Traces Québec* was launched on September 21, 2021, it was initially used on a voluntary basis by the sector's stakeholders: the objective was to allow users to familiarize themselves with the system and its application, without any applicable fees. The regulation concerning the traceability of excavated contaminated soils that came into effect later, on November 1, 2021, made the use of the system mandatory. *Traces Québec* is now required for projects covered by the [Regulation respecting the traceability of excavated contaminated soil, hereinafter the "Regulation"](#).

With *Traces Québec*, Attestra has been able to accomplish two things in a single stroke: on the one hand, the solution meets MELCC's regulatory requirements, on the other hand, it has been very well received by the players involved in the management of contaminated soils. In addition to meeting operational needs, *Traces Québec* is a practical and reliable tool for project managers and owners responsible for handling contaminated soil.

Communication Plan

Attestra's website has been revised to include a section dedicated to the traceability of excavated contaminated soil. On these pages, you will find a variety of information and training tools to facilitate the experience of *Traces Québec* users.

Technical Advisory Committee

In order to optimize actions for the integration and implementation of the *Traces Québec* system, MELCC, in collaboration with Attestra, has set up a technical advisory committee (TAC) representing the various stakeholders involved in the traceability of contaminated soils. The mandate of this committee is to make recommendations to improve the web platform and its mobile application.

To find out more about the TAC member organizations, visit: <https://attestra.com/en/traceability/contaminated-soil/technical-advisory-committee/>



Traceability of Excavated Contaminated Soil

Project Stages

Major milestones achieved between April 1, 2021, and March 31, 2022.

July 28, 2021

- Preregistration of contaminated soil receiving sites in the *Traces Québec* system

September 21, 2021

- Implementation of *Traces Québec* web system (voluntary declarations)
- Addition of *Traces Québec* on the Attestra website

November 1, 2021

- Implementation of the *Traces Québec* mobile app
- Progressive implementation of the Règlement concernant la traçabilité des sols contaminés excavés

Upcoming (January 1, 2023)

- End of the progressive implementation of the Règlement concernant la traçabilité des sols contaminés excavés
- Addition of the Transporter module with GPS tracking in *Traces Québec*

August 15, 2021

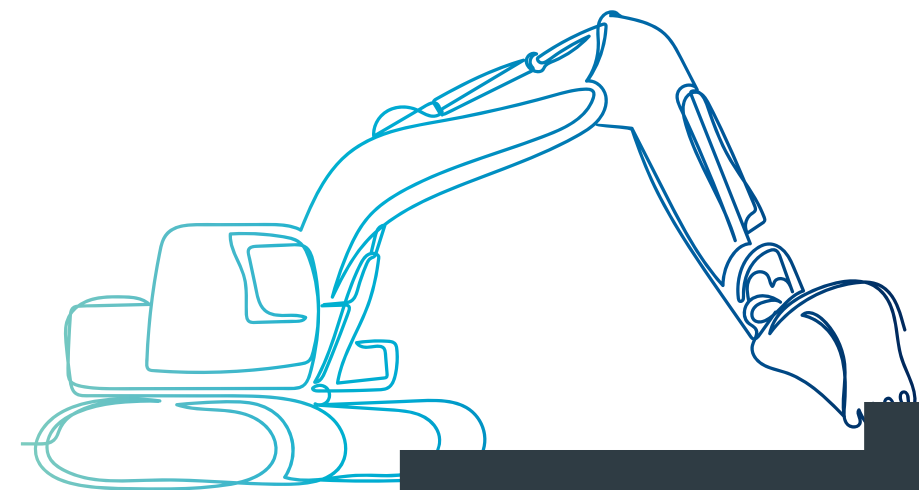
- Implementation of Customer service dedicated to *Traces Québec* (telephone & CS)

October 5, 2021

- Establishment of the technical advisory committee (1st meeting)

January 1, 2022

- Progressive implementation of the Règlement concernant la traçabilité des sols contaminés excavés



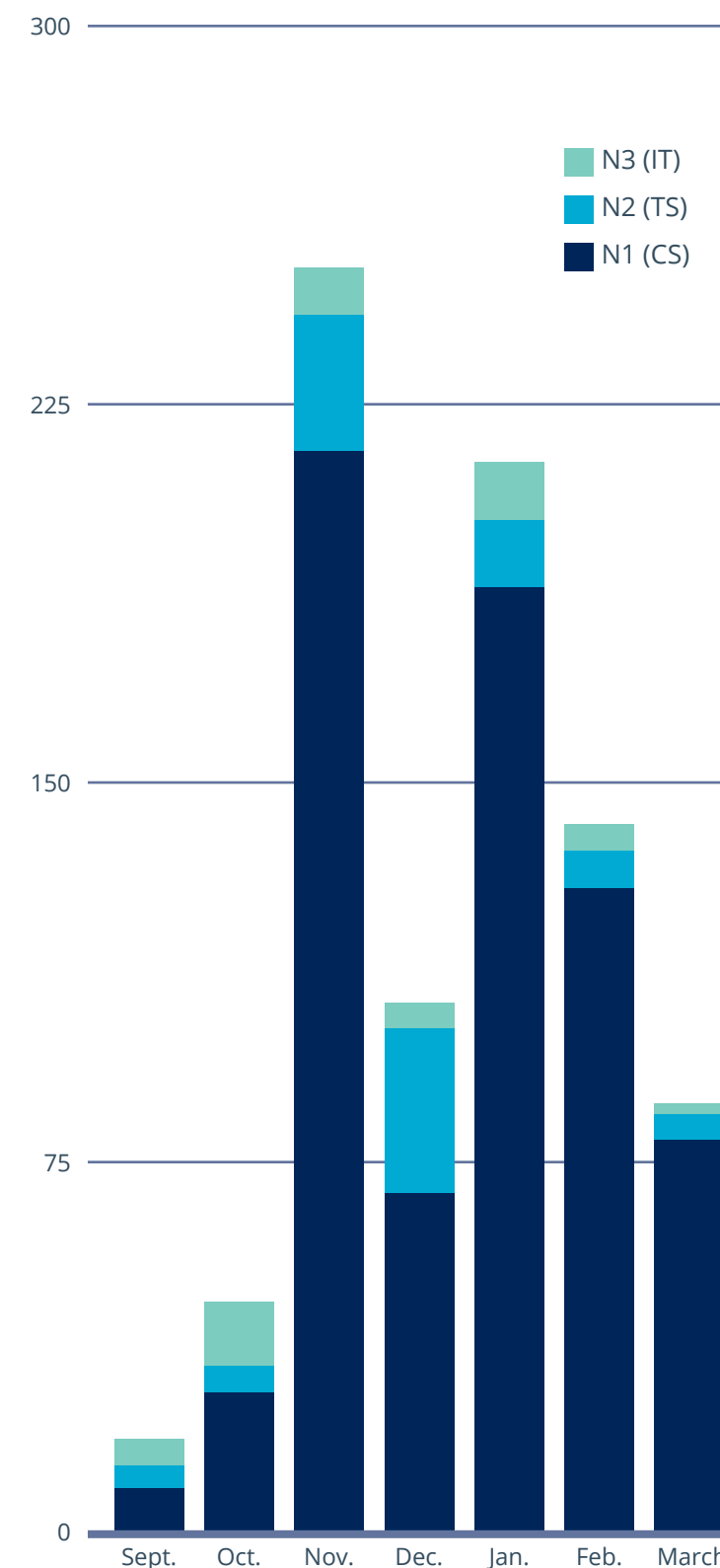
Traces Québec Usage Statistics

Customer Service

Attestra's Customer service (CS) and Technical support (TS) agents provide stakeholders with the necessary assistance to quickly resolve problems encountered by *Traces Québec* users. They provide their expertise to adequately resolve each issue and handle each request in its entirety, from receipt to resolution. If necessary, they can call upon Attestra's IT services. Our agents also take note of suggestions for improvement.

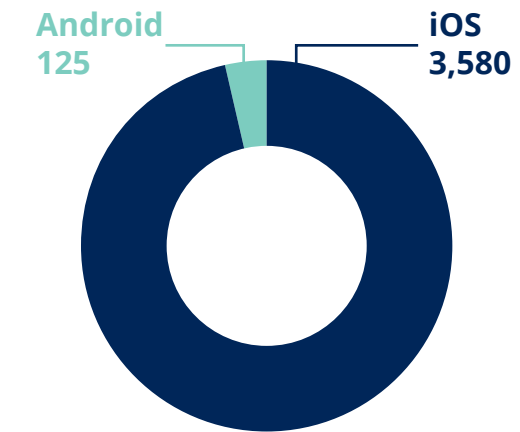
Since September 2021, CS and TS agents have processed 863 requests from *Traces Québec* users.

Number of requests per month, by level



Mobile App

Since the mobile app went live, 3,705 users have made downloads to their mobile devices.



Participants and Users

Types of account	
Certifiers	127
Receiving sites	132
Stakeholders	272
Owners	202
Number of registered users	
Users	1,785



User Guides and Tutorials

Attestra's website provides users with guides and tutorials to help them learn more about the *Traces Québec* system.

Whether it's for creating an account, a project or a tracking slip, or for extracting activity reports and accessing other features, users will find all the information they need to understand and master this new traceability and management tool.

Traces Québec Usage Statistics

Receiving Sites

Traces Québec has 132 receiving sites, with 130 in Québec and 2 in Ontario.

Types of sites for receiving contaminated soils, based on their respective function:

- Contaminated soil disposal sites (6)
- Contaminated soil storage sites (40)
- Contaminated soil reclamation sites (35)
- Contaminated soil treatment centres (27)
- Contaminated soil disposal and reclamation sites (24)

Tracking Slips

The tracking slip is a document in which all relevant information related to the management of contaminated soil is recorded. For every transported load of soil, the tracking slip is completed by each of the stakeholders covered by the regulation.

As of April 30, 2022, **35,495 tracking slips** have been used in the *Traces Québec* system to track more than 805,000 tonnes of contaminated soil.

Projects

The *Traces Québec* solution allows for the creation of three types of projects:

Standard: Any project involving the excavation of contaminated soil on the original site that is subject to the Regulation and does not meet the definition of a linear infrastructure or accidental release.

Linear Infrastructure: A type of project resulting from the construction, demolition, alteration or dismantling of a roadway, railroad, oil pipeline, natural gas transmission or distribution line, electrical power or telecommunication transmission or distribution line, or a water management or treatment facility referred to in section 32 of the Act, that requires the excavation and transportation of contaminated soil from the original site.

Accidental Release: A type of project resulting from an accidental release of a hazardous material that results in soil contamination and requires excavation and transportation away from the site of origin.

Status of projects started under Traces Québec as of March 31, 2022

Statut	Standard	Linear Infrastructure
Open	71	38
Underway	80	9
Closed	25	0

Projects subject to the regulation	32
Projects on a voluntary basis	82

- Projects with an "Open" status are not accounted for in the above table.



Valued Traceability for our Partners Across the Country

Attestra's contribution is significant at the national level

Attestra continues to collaborate with important Canadian organizations for the promotion of traceability and our consultants remain attentive to the needs of these long-time partners. Over the past year, Attestra's project managers and information technology professionals have worked on several mandates aimed at the evolution of the platforms developed for the **Canadian Pork Council (CPC)** and **Lactanet**. Attestra is also a service provider for the technical support, maintenance and hosting of these national platforms.

Canadian Pork Excellence is the national platform that encompasses three important components of farm programs for Canadian pork producers: Traceability, Food Safety and Animal Care.

- Over the past year, Attestra has developed and implemented a new model of mobile app which capitalizes on native technologies (iOS and Android).

DairyTrace is a national traceability program for dairy cattle. In conjunction with the traceability component of the **Dairy Farmers of Canada's (DFC)** proAction initiative, DairyTrace supports the dairy industry by offering tools that optimize and simplify the recording of and declarations for animal identification and movement.

- This year, Attestra developed the iOS mobile application, which went live on December 1, 2021. Attestra also offers business analysis services as part of the evaluation of added-value component inherent in the DairyTrace program.



Canadian Pork Council
Conseil canadien du porc



Always more innovative projects

Two new development projects in the technological environment that make it possible to anonymize data will be an opportunity for Attestra to add value to traceability data, in accordance with the requirements in effect regarding the confidentiality of collected data.

MAPAQ | Use of antibiotics in animal health

The Ministère de l'Agriculture, des Pêcheries et de l'Alimentation (MAPAQ) has retained Attestra's services for the development of an IT solution that makes possible the collection, conservation, tracking, consultation and exploitation of data related to the sale, manufacturing and administration of antibiotics within the areas of livestock, pets and sport animals.

The development of the platform at the heart of the monitoring system is in progress. Attestra will also ensure the implementation of technical support to users and the productions of communication and training tools.

LÉOQ | Smart lamb platform

Les Éleveurs d'ovins du Québec (LÉOQ) want to allow the Canadian sheep sector to consult an interactive dashboard with data that will help them optimize their production planning, maximize their profit margins and meet current and future consumer demand in Canadian lamb products. Thus, LÉOQ has entrusted Attestra with the

mandate to develop "Agneau-info", an intelligent platform for data sharing for lamb marketing. Attestra will also have the responsibility of hosting the data necessary for publishing the content on the platform.

Diverse projects that are making progress

In twenty years, Attestra has expanded its clientele and implemented various projects. In many cases, when the development of a project is complete, Attestra remains a service provider committed to its clients by using its expertise in technical support and consulting for the maintenance and evolution of the various tools that have been developed.

Les producteurs de bovins du Québec (PBQ)

- Veau and RegiVeau passport
- Sustainable beef

CARTV

- BIO portal

Alatrace

- Pet registry

Conseil pour le développement de l'agriculture du Québec

- Scaring systems for migratory birds

VIA Pôle d'expertise en services-conseils agricoles

- VIAgritel and VIAferti

Continuous improvement projects

Evolution of internal information technologies

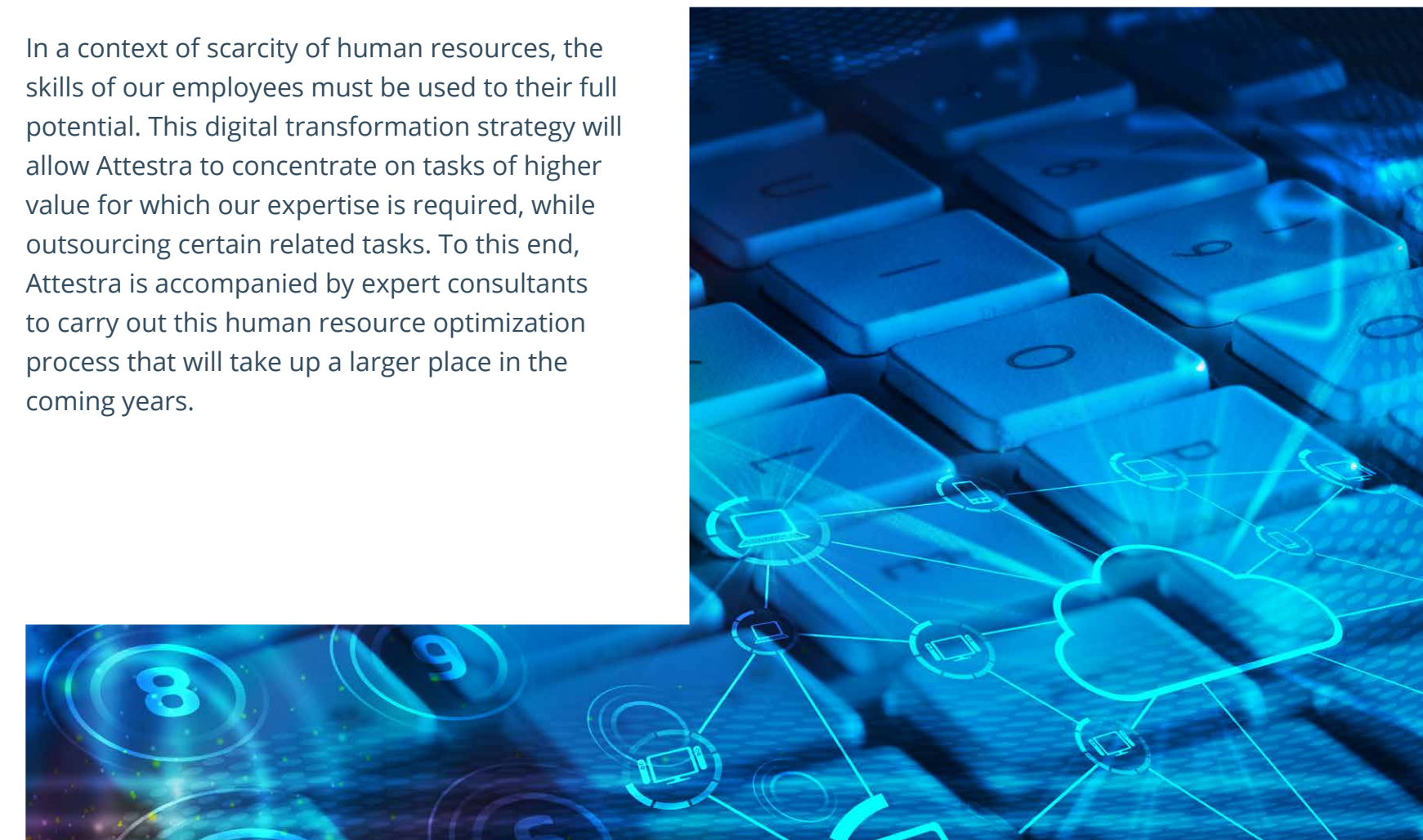
During the past year, Attestra has developed a digital transformation plan, which aims to replace our technological packages and move to the cloud. This transition will be beneficial for all.

- Our partners and clients will have access to responsive and reliable services that will help them meet various legislative and regulatory requirements as well as market requests or needs.
- For our part, we will optimize our development costs and strengthen our ability to resist the growing risk in cybersecurity.

In a context of scarcity of human resources, the skills of our employees must be used to their full potential. This digital transformation strategy will allow Attestra to concentrate on tasks of higher value for which our expertise is required, while outsourcing certain related tasks. To this end, Attestra is accompanied by expert consultants to carry out this human resource optimization process that will take up a larger place in the coming years.

Evaluation of MAXI Identifiers

In order to respond to a request from producers, Holstein Québec adopted a resolution in February 2020 aimed at asking Attestra to offer an Ultraflex identifier with a larger panel that will make reading the information easier. Identifier retention being a priority for Attestra, Allflex has therefore provided us with the MAXI identifier model for a field test over the period of a year. Visits to the farm were carried out during the year in 2021 in order to evaluate the retention of the MAXI identifier and a summary report is being prepared.

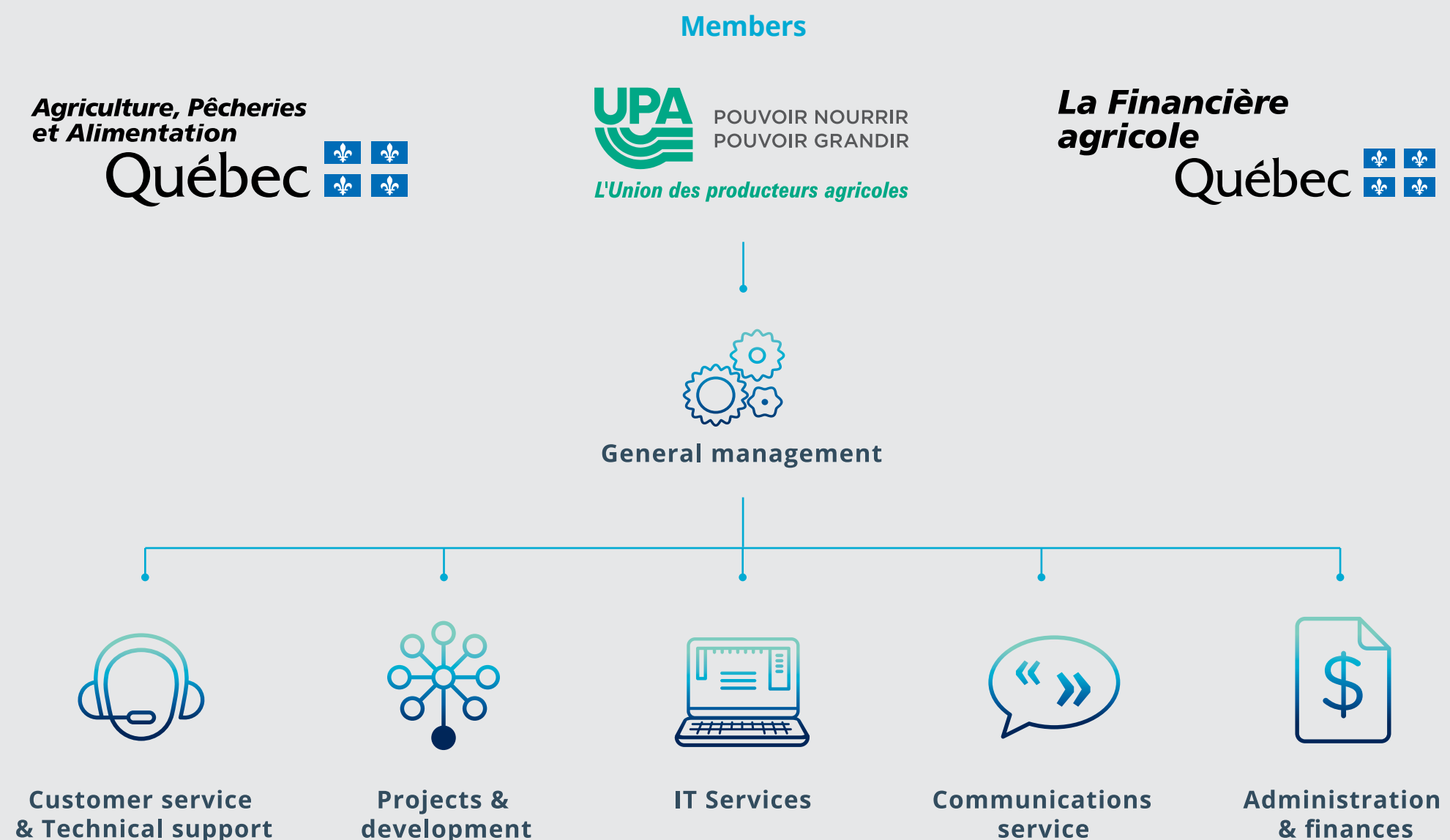


The Organization

As shown in this activity report, our human resources were in great demand and met many challenges during this busy year, challenges that each employee was able to successfully meet. After two years of pandemic and in a context of human resource scarcity, fatigue can sometimes set in. Attestra is all the more grateful to its employees who, loyal and honest, contribute to the influence and impact of the organization in an exemplary way. The organization spares no effort to improve their work environment, particularly by offering responsive methods and tools in a hybrid environment (at the office and working from home) and by promoting meetings and events that highlight human relationships and the pleasures of working together. Thank you to the whole team!

We would also like to thank the members of the board of directors for their support, commitment and great availability when the time comes to plan decision-making meetings.

Organizational Structure



The composition of the board of directors

Attestra's board of directors is made up of seven representatives from the Union des producteurs agricoles (UPA), La Financière agricole (FADQ) and the Ministère de l'Agriculture, des Pêcheries et de l'Alimentation du Québec (MAPAQ).

Paul Doyon
President
Represents the UPA

Sonia Simard
1st Vice-president
Represents the FADQ

Norman Houle
2nd Vice-president
Represents MAPAQ

Stéphane Alary
Director
Represents the UPA

Serge Beaulieu
Director
Represents the UPA

Maurice Lamontagne
Director
Represents MAPAQ

Pierre Lessard
Director
Represents the UPA

Attestra wishes to express its gratitude to Martin Caron and James Allen for their contribution to Attestra. Both served on the board of directors from February 2018 to January 2022, Mr. Caron as president and Mr. Allen as a director.

Acknowledgments

Attestra 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 loyal participation and support for the development of traceability. Thank you also to the partners, producers and stakeholders in the industry for their collaboration, which contributes to the reliability and sustainability of Québec's traceability system.

