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Activity Report



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About Agri-Traçabilité Québec

Background

At the *Conférence sur l'agriculture et l'agroalimentaire québécois* in March 1998, the Quebec government and the Union des producteurs agricoles (UPA) set as their objective the implementation of a permanent system to identify and track agricultural products from farm to table.

On September 25, 2001, an autonomous non-profit organization named Agri-Traçabilité Québec (ATQ) was created to achieve this objective. Formed under the *Loi sur les compagnies partie III*, ATQ's mandate is to contribute to the improvement of food safety and the competitiveness of Quebec producers. It seeks to develop, implement, and operate a permanent identification and traceability system for agricultural products in both the livestock and crop sectors.

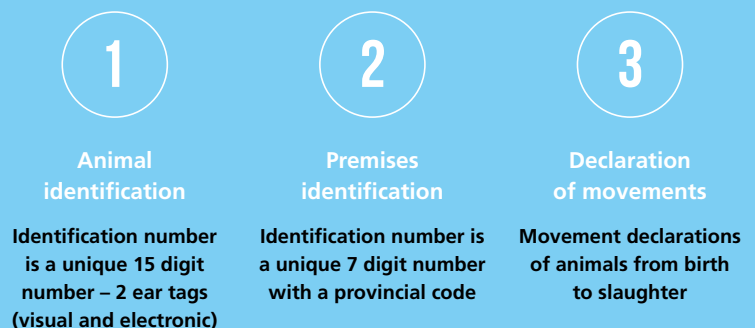
Over the years, Agri-Traçabilité Québec has become a world leader recognized for the development, implementation, and management of traceability systems adapted to the needs of various networks. Its team, recognized for its professionalism and integrity, is constantly innovating in order to increase the added value for producers and the overall industry while contributing to food safety for the benefit of consumers.

Objectives

- Limit and eliminate a food crisis by allowing for rapid response to a livestock epidemic of food safety problem;
- Trace-back all identified animals to their farm of origin, or all agri-food products to their production site, by knowing their history, their movements, and their current locations;
- Improve the capacity for diagnosis and surveillance and also reduce the risks related to the import and export of livestock and agri-food products.

Features of Quebec's System

Three fundamental principles are the foundation of Quebec's traceability system:



Animals must be identified at birth, or upon arrival in Quebec, using two tags and their owners are required to make a declaration when the tags are attached, indicating the date of birth and the sex of the animal, as well as the production site where the animal can be found.

Each subsequent movement of the animal must be reported as soon as it arrives at a new site. A site can be a building, a pasture, an auction, a sorting centre, an agricultural exhibition, a slaughterhouse, etc.

The identification tags chosen by industry members for the bovine, ovine, and cervid sectors are one electronic tag (RFID) and one visual tag which have been approved by the Canadian Food Inspection Agency (CFIA). In this manner, each animal has its own fifteen (15) digit ISO number that stays with it for its entire life.

Provincial and Federal Regulations

Quebec's traceability system is based on the obligation of stakeholders to comply with provincial legislation that governs the identification of certain types of animals as well as traceability. This legislation is called the *Regulation respecting the identification and traceability of certain animals (p-42, r.1.1.)*.

In addition, Quebec regulations meet federal legislative requirements governed by the *Health of Animals Regulations, Part XV (Animal Identification)*.



Message from the President

ATQ, a pillar of strength in handling today's major food issues

It was with great pride that I took on the role of chairperson for Agri-Traçabilité Québec's Board of Directors in January 2018.

A pioneer in traceability, ATQ has been working for nearly 17 years to develop, manage, and test various traceability systems, specifically for regulated livestock in Quebec. The ATQ identification and tracking system is well tested and has become a point of reference in this field — provincially, nationally, and internationally.

Over the last 17 years, my predecessors have done an exceptional job, each of them helping to build this pillar of strength providing increasingly essential support in dealing with the challenges that the agricultural and agri-food sectors are facing.

Traceability is without a doubt the best means of control and security in the event of a health crisis, but it can also help to counter cases of food-related fraud and can help answer consumers' questions, many of whom are increasingly eager for information about the products they consume, their origins, etc. The various technological advances that are now within our reach will open the door for major advances in the field in the coming years.

In this regard, although ATQ's systems are well established, we are continually seeking to improve and innovate in order to be at the leading edge and as relevant as possible for our networks and their enterprises while responding to the many demands from consumers.

Over the last year, ATQ has carefully developed new partnerships, including with the Canadian Dairy Network (CDN), and has continued its mission of leveraging its expertise, as it has done already with the Canadian Pork Council (CPC) and Dairy Farmers of Canada (DFC).

My mandate as President of Agri-Traçabilité Québec is grounded in the era of an agri-food policy which will allow for the competitive development of the agri-food sector, and where traceability will support the industry by meeting the aspirations of citizens and consumers on various issues, including buying local, food safety, biosecurity, and sustainable development, to name just a few.

To meet all of these challenges, I can count on the expertise of the members of the Board of Directors, as well as the management team. Every day, our employees work hard to heighten recognition for ATQ.

On behalf of the Board of Directors, I would like to thank each and every one of you who, year after year, work together to improve our traceability system.

Martin Caron
President



Message from the General Manager

A Dynamic Team, A Dynamic Organization!

The 2017-2018 year was marked by an impressive measure of constructive energy, and equally impressive results. The organization has established orientations to further enhance its expertise, the implementation of traceability systems, the AGTWeb solution, and the various tools developed over the years.

Without a doubt, the recognition received for the quality of our services has led to the development of new partnerships. In addition, the launch of innovative projects has made it possible to demonstrate the value of traceability and, as a consequence, deliver payback for all the efforts that have been made by producers and the industry. These new projects, such as the development of an electronic passport for the veal sector, the contribution to the Canadian Pork Excellence program, and the development of the DairyTrace national traceability solution, were undertaken in collaboration with our long-standing partners, namely the Producteurs de bovins du Québec (PBQ), the Canadian Pork Council (CPC), and the Dairy Farmers of Canada (DFC).

Also noteworthy this year was the arrival of blockchain technology, which promises traceability "from farm to table". ATQ is invested in this new technology.

I would also like to acknowledge the ongoing and effective collaboration with the Ministère de l'Agriculture, des Pêcheries et de l'Alimentation du Québec (MAPAQ) and the Canadian Food Inspection Agency (CFIA), particularly in the context of new incoming federal regulations.

ATQ continues to be active on the international scene and has once again been invited to give several presentations at conferences, particularly in the United States and Latin America, where our identification and traceability system is a source of inspiration.

The changes made during the year reflect the dynamic nature of the organization and its determination to remain relevant and innovative. In this regard, new personnel have joined ATQ's development and information technology teams. Always eager to offer the best support to stakeholders as they deal with their regulatory obligations, our Customer Service team works in constant collaboration with all ATQ staff. Congratulations for the excellent work!

Overall, it's been a really great year and one of which we can all be very proud!

Marie-Christine Talbot
General Manager

New Notable ISO 9001 Facts

2015 Standard

Agri-Traçabilité Québec has been ISO certified since 2009. In this context, ATQ and its staff have established, implemented, and kept up to date this quality management system in order to continuously improve the organization's efficiency.

Throughout the past year, ATQ has participated in various activities to become familiar and comply with the new 2015 version of the ISO-9001 standard. The system's processes are now supported by the Planiso web application, and the business processes are documented

in such a way that staff can meet the requirements of ATQ and its customers.

Following an external audit conducted in February 2018, ATQ is proud to have obtained ISO 9001:2015 certification!

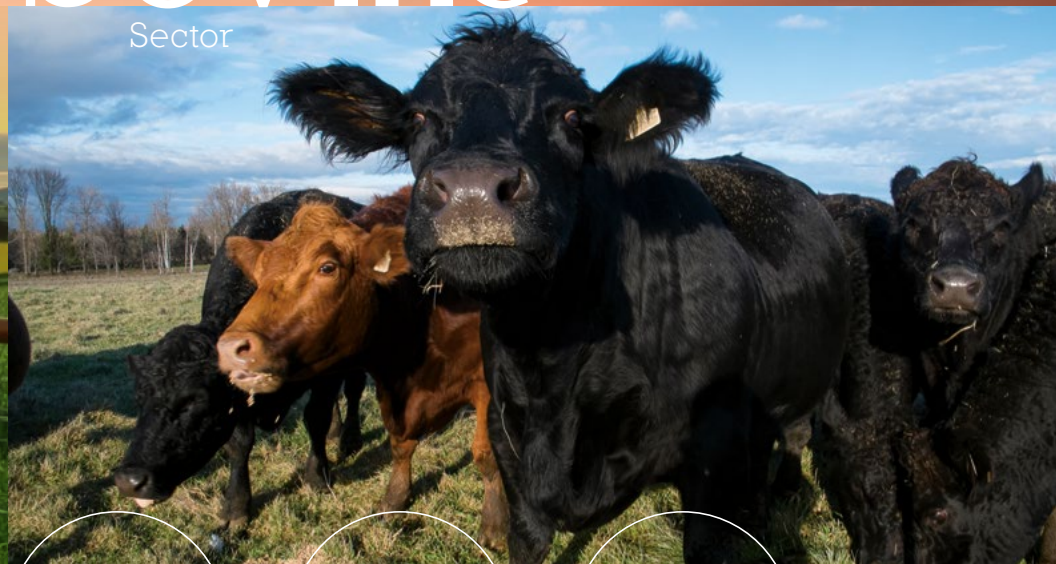
Every year, the Agri-Traçabilité Québec database records a wealth of information, all of which is essential for traceability. This information allows ATQ to retrieve statistics that help to monitor system performance and to analyze trends in traceability data.

The statistics on the following pages come from data recorded between April 1, 2017, and March 31, 2018. These figures clearly demonstrate the extent and importance of Quebec's traceability system.



bovine

Sector



ORIGIN OF DECLARATIONS

12,144
 ACTIVE PRODUCERS AND STAKEHOLDERS* REGISTERED IN THE DATABASE

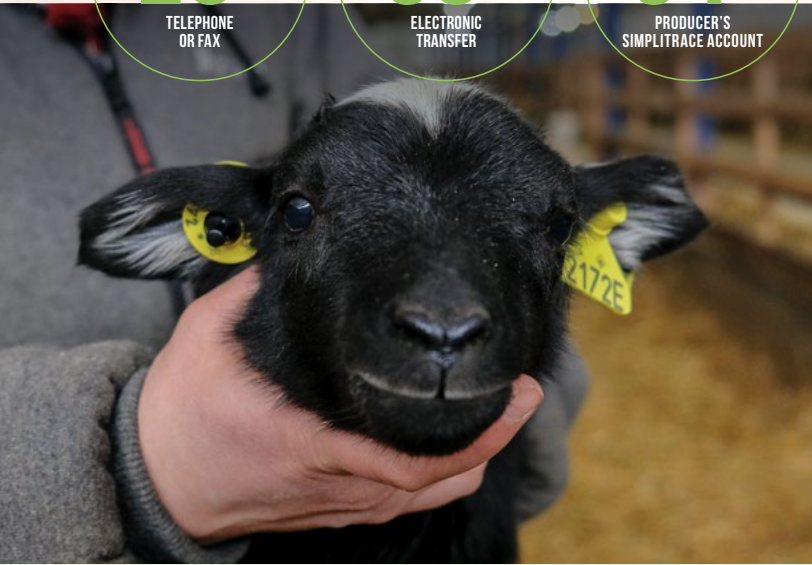
2,236,098
 DECLARATIONS TRANSMITTED*

565,455
 TAGS ORDERED

* Having transmitted data in the last 2 years

* Declarations include births, movements between sites, slaughter, and deaths

ORIGIN OF DECLARATIONS



ovine

Sector

cervid

Sector

1,389

ACTIVE PRODUCERS AND STAKEHOLDERS* REGISTERED IN THE DATABASE

859,107

DECLARATIONS TRANSMITTED*

225,163

TAGS ORDERED

102

ACTIVE PRODUCERS AND STAKEHOLDERS* REGISTERED IN THE DATABASE

5,846

DECLARATIONS TRANSMITTED*

3,412

TAGS ORDERED

* Having transmitted data in the last 2 years

* Declarations include births, movements between sites, slaughter, and deaths

* Having transmitted data in the last 2 years

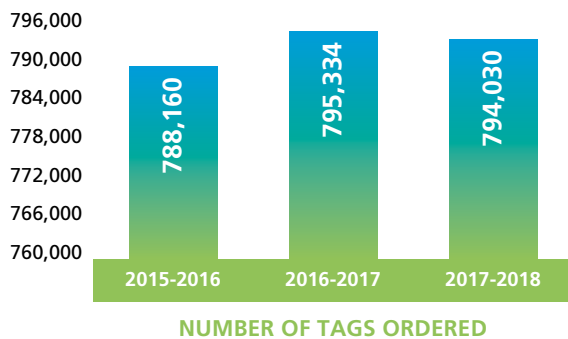
* Declarations include births, movements between sites, slaughter, and deaths

Other statistics for 2017-2018

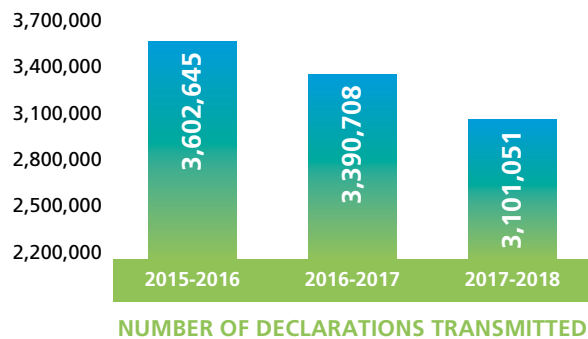
- Customer Service received **47,227 CALLS**.
- **3,418 REQUESTS** for technical support were processed.
- The ATQ **WEBSITE** offers various practical tools to help producers with their traceability declarations, such as tutorials and technical guides on the installation and use of different applications.
- Approximately **45,000 DIFFERENT** visitors accessed the ATQ website during the past year.



Evolution of the total number of tags sold over the last three years:



Evolution of the total number of declarations transmitted over the last three years:



ATQ expertise

benefitting Quebec producers and stakeholders

Continuous improvement has always been one of Agri-Traçabilité Québec's main priorities. As a consequence, staff remain attentive to the needs and the situation of producers and stakeholders at all times, allowing the organization to acquire the expertise needed to develop and deliver successful solutions. In 2017-2018, in addition to its regular activities, Agri-Traçabilité Québec was involved in various projects, such as improving the efficiency of its system for users, and the performance of various tools, as well as working as a service provider for various organizations in the industry.

SimpliTRACE

Various Ways to Transmit Information

SimpliTRACE allows producers and stakeholders to access their traceability file, which contains all of the data transmitted into the ATQ database, using a wide variety of tools, including:

- Customer service
- The SimpliTRACE internet portal
- The SimpliTRACE Express tool, compatible with electronic stick readers
- The SimpliTRACE mobile application
- Herd management software

By continuously paying attention to stakeholder needs, ATQ made some necessary improvements during the 2017-2018 year to ensure the proper functioning of the various tools available to facilitate their use by producers and the various stakeholders within the traceability system.

SimpliTRACE Mobile

In the Age of the Smartphone

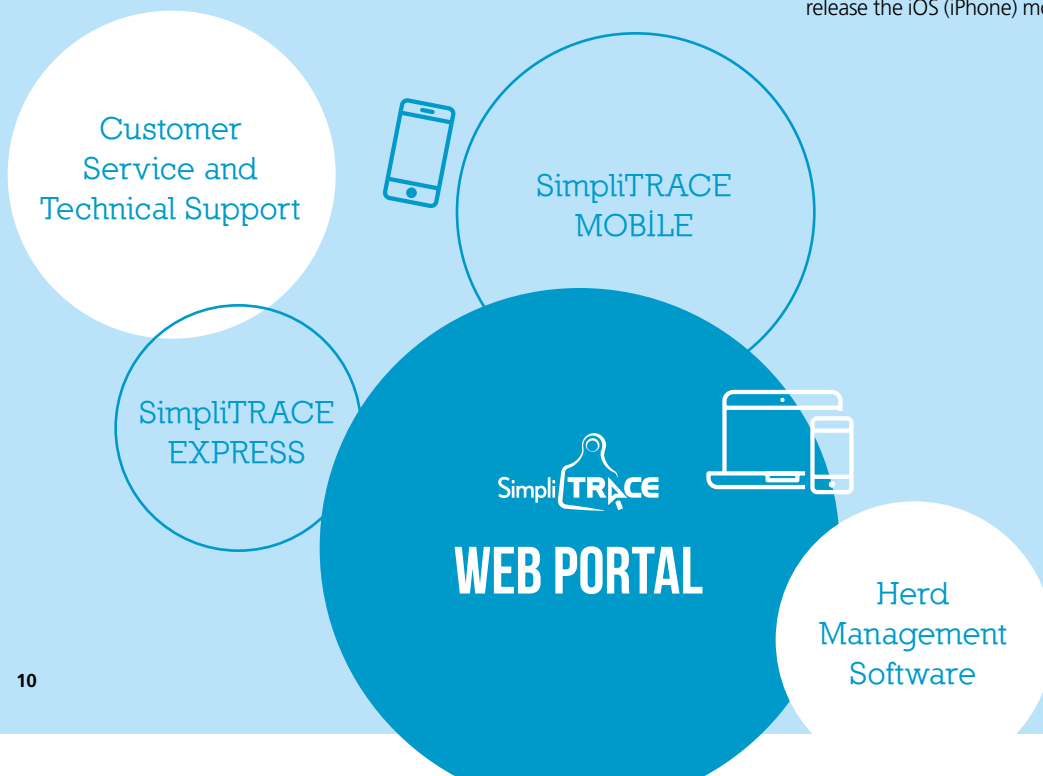
In the past year, in the interest of simplifying declarations for producers and stakeholders, Agri-Traçabilité Québec developed a mobile application to allow declarations to be made directly from the farm using a smartphone. Since September 5, 2017, Android users have been able to download the SimpliTRACE Mobile application.

The application's features

- Access to a complete list of identifiers
- Compatible with all identifier reading sticks sold by ATQ
- Upload declarations and transmit them to the ATQ database

The SimpliTRACE Mobile app (Android) can be downloaded from Google Play.

Under development since March 2018, the ATQ team will soon release the iOS (iPhone) mobile application for producers in Quebec.





Bovine ID Exchange Program

The Bovine ID Exchange Program, resulting from concerted action between Les Producteurs de bovins du Québec (PBQ), Allflex Corporation, and Agri-Traçabilité Québec, took place from March 10 to December 31, 2017.

The purpose of the project was to retire older identification tags still in inventory on Quebec cattle farms (beef & dairy) and replace them with Ultraflex tags, the new generation of bovine tags which are considered better in terms of retention. As a result, more than 6,347 regular type tags were exchanged for the new Ultraflex model for free.

The project resulted in the removal from producers' files of 60,296 older model tags that are no longer in circulation in their inventories. This was also an opportunity to update producers' records, **which had a direct impact on the quality and accuracy of the traceability database.**

In order to maximize producer participation in the exchange program, six mail-out campaigns were undertaken targeting various regions, as well as an automated telephone call campaign.

Over the course of the project, ATQ automation agents were sent to visit participating farms to exchange tags. These visits also allowed them to raise awareness with producers about factors that could have an impact on the retention of tags.

Passeport Veau

In February 2017, a new agreement was reached between ATQ and the Producteurs de bovins du Québec (PBQ) for the development of the electronic Passeport Veau. This mobile application for Android and IOS devices will bring added value to traceability data for the benefit of Quebec's veal sector. In order to remain competitive, representatives from this sector have wanted to set up a mechanism to guarantee a supply of quality dairy calves. With the Passeport Veau, Quebec veal producers will have the opportunity to view the animal's health history and age at the time of marketing. To facilitate the work of the dairy producers, the Passeport Veau will also allow for the simple and rapid identification of dairy calves at the farm of origin and the creation of an ATQ declaration for tagging.

Redesigning the Agritel Conseil IT Solution

In July 2017, Groupes conseils agricoles du Québec (GCAQ) mandated Agri-Traçabilité Québec to carry out a project to redesign the Agritel Conseil IT solution. In January 2018, GCAQ transferred the obligations and considerations of the agreement to Via Pôle d'expertise en services-conseils agricoles.

Via Pôle d'expertise en services-conseils agricoles provides the province's extension-advisory organizations with a set of tools to help advisors conduct the necessary analyses to help farming operations meet their performance and financial goals. These tools include the Agritel Conseil application and ATQ's mandate is to develop an IT solution that enables advisors and technicians to collect and analyze the accounting, technical-economic and operational data of the enterprises that they provide support to. The application development includes, but is not limited to, source code management, component programming for the business solution, and establishing a method for application updates.

The ATQ project team has finalized the development of various modules and work is ongoing to complete this project.



Canadian Partnerships

Promoting Traceability

PHOTO: NICOLAS MESLY

Since being founded, ATQ has always been committed to developing links with Canadian agricultural organizations.

Collaborations with key partners such as the Canadian Pork Council (CPC) and Dairy Farmers of Canada (DFC) have created relationships built on trust and solidarity. These partnerships have resulted in various opportunities that have allowed ATQ to take advantage of its expertise in traceability solutions, such as the Canadian Pork Excellence (CPE) platform for the pork sector, or the DairyTrace solution in the Canadian dairy sector. We are all working towards a common goal — the promotion of traceability for a safe and efficient agricultural industry.



Agri-Traçabilité
Québec played
a key role in the
implementation
of this initiative

Canadian Pork Council

The Canadian Pork Council (CPC) is a traceability leader in the pork sector. In fact, Canada is one of only a few countries to initiate a national swine traceability system. When federal regulations came into effect in July 2014, the PigTrace system was created to ensure security, financial stability, business protection, and market access for the entire country, by improving the manner of intervention in the case of emergencies related to food safety.

Agri-Traçabilité Québec played a key role in the implementation of this initiative. The PigTrace platform, being utilized to manage traceability data related to pork production, was entirely designed by ATQ's professional team. Acting as a service provider for the development and maintenance of the system, ATQ continues to offer support, technical assistance, and consulting services. As a consequence, the 2017-2018 year made it possible to begin production on various requests for improvement and continuous communications are carried out through weekly follow-ups with the client, allowing the ATQ team to maintain a high-performance and efficient system environment.

The ATQ team is committed to providing quality service that meets the requirements of the industry. In addition, the Canadian Pork Council's outstanding cooperation has been a major contributor to the development of this long-standing partnership.

So, it was no surprise that ATQ's commitment led to very positive results following a customer satisfaction survey that was conducted in early 2018. Whether regarding the response time when problems arose, the efficiency in implementing corrections, the level of knowledge and professionalism shown by ATQ's technical support team, or the performance of various features, the responses were unanimous in demonstrating that the customers were very satisfied.

Canadian Pork Excellence

The Canadian Pork Council (CPC) has created Canadian Pork Excellence (CPE), a national platform that covers three (3) on-farm program components: traceability, food safety and animal welfare.

The initiative is intended to demonstrate that certified pork producers meet the national standards with regards to these components. In an effort to centralize the information from producers and standardize the program on a national level, the CPC chose to include the CPE platform in the PigTrace traceability program developed by Agri-Traçabilité Québec and implemented in July 2014.

Following a call for tenders, the CPC mandated ATQ as the service provider for this project in January 2017. Essentially, the goal of the project is to modify the PigTrace platform in order to include modules that will meet the requirements of Canadian Pork Excellence. These modules must share certain information hosted in the existing traceability system (PigTrace) while respecting both the established traceability rules and those of Canadian Pork Excellence.

During the 2017-2018 year, the Agri-Traçabilité Québec project team carried out an analysis of the project, which enabled the development of the application to be carried out efficiently and correctly. The work is still in progress.





ATQ is pleased to be involved in this initiative

Service Agreement with Dairy Farmers of Canada Continues

For the eighth consecutive year, Agri-Traçabilité Québec acted as a service provider to Dairy Farmers of Canada (DFC) for the coordination and management of activities related to the implementation of a national traceability system for dairy cattle. Specifically, ATQ coordinated the activities of the livestock traceability component of the proAction Initiative, launched nationwide by DFC.

DFC and its members have created the proAction Initiative to help Canadian dairy farmers implement high quality standards in food production. ProAction is an on-farm quality assurance program grouping together six components into one integrated framework: Milk Quality | Food safety | Animal care | Traceability | Biosecurity | Environment.

Through the exchange of best practices in traceability and related regulations, ATQ actively participated in the implementation of the traceability component. In fact, since September 2017, dairy traceability requirements have been included in the food safety validation checklist.

DairyTrace

Keeping in mind the goal of implementing a traceability solution that meets the high traceability standards for Canadian dairy cattle, and one that complies with regulatory requirements and those of the traceability component in the ProAction program, Dairy Farmers of Canada (DFC) and the Canadian Dairy Network (CDN) have reached an agreement that will be implemented through the DairyTrace initiative, a national traceability solution.

ATQ is pleased to be involved in this initiative. In fact, the CDN, DairyTrace's official administrator, has mandated ATQ with the creation, development, and hosting of this national traceability solution. DairyTrace will be developed from AGTWeb, which is a modular solution created by ATQ. Selected for its high-performance functions, AGTWeb is based on the three fundamental principles of traceability: animal identification, premises identification and movement declarations. AGTWeb has been successfully tested not only in Quebec with the Ministère de l'Agriculture, des Pêcheries et de l'Alimentation du Québec (MAPAQ), but also in the Canadian pork sector through the PigTrace solution.





ATQ at the forefront

of new technologies

Many farmers have been requesting farm-to-table traceability, and blockchain technology could be the key to achieving this.

So far, Agri-Traçabilité Québec has developed systems to track livestock from birth to slaughter. Consumers want to know as much information as possible about the products they purchase such as the origin, what they contain, how they are produced, by whom, etc. Furthermore, enterprises are conscious about having to manage their risks even more effectively in the case of a potential recall.

As a leader in traceability systems since its inception, ATQ has developed at the same rhythm as new technological trends and, in this regard, the 2017-2018 year was no different. In fact, the idea of integrating blockchain into traceability systems has been making its way around the world and since May 2017, ATQ has been investing in the exploration of this new technology.

Blockchain technology, simply put, allows for “end-to-end” information management — or, in our context, from farm to table — in a transparent, secure, tamper-proof, and efficient way. Blockchain technology, at its core, relies on a decentralized network of servers rather than a single, central database. Some information can be made public, while other aspects must be kept private and only shared amongst a few enterprises in the industry through intelligent contracts that would include, amongst other things, allowing mass validation or reconstitution of a product's value. This aspect is particularly interesting for all products with designations or certifications.

This technology could revolutionize the agri-food sector. Blockchain can allow access to credible and available information, thus helping to reduce the risk of health crises and fraud involving food. Therefore, with the goal of evaluating this approach over the course of the 2017-2018 year, ATQ has partnered with the Société des parcs d'engraissement du Québec through the Bœuf Québec program.



Board of directors

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

A New Board of Directors to Lead ATQ

The Agri-Traçabilité Québec 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). Due to various new appointments within these organizations, ATQ's Board of Directors welcomed several new members in the past year.

Members of the Board of Directors

Martin Caron

1st Vice-president of Union des producteurs agricoles (UPA) and acting as chairperson on ATQ's Board of Directors

Norman Houle

Manager, Mauricie Regional Directorate at the Ministère de l'Agriculture, des Pêcheries et de l'Alimentation du Québec (MAPAQ), and acting as Vice-president on ATQ's Board of Directors

Michel Beaulac

Manager, Mauricie – Centre du Québec – Estrie Territory, at La Financière agricole du Québec (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, Ministère de l'Agriculture, des Pêcheries et de l'Alimentation du Québec (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

Outgoing members

Agri-Traçabilité Québec would like to express its gratitude to Pierre Lemieux for his contributions and commitment to ATQ. After serving as Board Chairperson for five years, Mr. Lemieux has taken a well-deserved retirement. ATQ would also like to sincerely thank all of the outgoing members of the Board, namely Claude Hasty, La Financière agricole du Québec (FADQ); André Mousseau, Syndicat des producteurs en serre du Québec; François Bourassa, Estrie UPA; and Pierre Lampron and Daniel Gobeil, Producteurs de lait du Québec.

Organizational Structure



ADMINISTRATIVE SERVICES



OPERATIONS AND CUSTOMER SERVICES



DEVELOPMENT SERVICES



COMMUNICATIONS SERVICES



IT SERVICES



TECHNICAL SUPPORT SERVICES

Events and Meetings

Committees, Symposiums, Conferences, and Other Events

With the objective of collaborating to improve traceability systems, and in order to remain up-to-date on developments in the field, ATQ works closely with Agriculture and Agri-Food Canada (AAFC) and the Canadian Food Inspection Agency (CFIA). Whether through ATQ's participation in various working committees or events, or during consultations or presentations, ATQ shares its expertise and knowledge for the advancement of traceability on a national level.

In 2017-2018, ATQ was active nationally through participation in the following events:

- Livestock Traceability Regulatory Implementation Committee
- National Identification and Methodology Advisory Committee (NIDMAC)
- Participation in the evaluation of the Livestock Identification and Traceability Program (TRACE)
- Meeting with CFIA and other cervid industry stakeholders to discuss requirements for cervid identification

- "Building a Sustainable Dairy Industry" symposium hosted by Dairy Farmers of Canada
- Working meetings with the Canadian Dairy Network (CDN) for the DairyTrace project

Provincially, ATQ continues to invest in building relationships in various sectors to promote traceability:

- Workshops and conferences on food fraud
- Training and presentations on blockchain technology
- Tabling a brief on cannabis legalization
- Meetings with the Association des Techniciens en Santé Animale du Québec (ATSAQ)
- Meetings with the Société des Parcs d'élevage du Québec
- Exhibit Hall at the 2017 UPA Congress
- Leadership Forum "Enjeux et opportunités de l'industrie agroalimentaire au Québec: ensemble, prenons le leadership!"
- Webinar on the Politique bioalimentaire du Québec

Agri-Traçabilité International (ATI), a subsidiary created by ATQ in 2006, continues to fulfill its mission to offer innovative traceability solutions outside of Quebec. In this vein, ATI has participated in various events in the United States and Latin America and following is an overview of its activities from the past year:

- Presentation at the National Institute for Animal Agriculture (NIAA) annual conference in Columbus, Ohio
- Northeastern US Animal Health Association (NEUSAHA) annual conference in Atlantic City
- NIAA livestock traceability forum in Denver, Colorado
- Presentation at the "Traceability in the Food Chain" seminar in Chile
- Exchanges with the Chilean Ministry of Agriculture (ACHIPIA)
- Establishing contact with authorities in the agriculture sector in Peru
- Visit of a delegation from Paraguay to Longueuil (FECOPROD)
- Meetings with the International Regional Agency for Plant and Animal Diseases (OIRSA) in Nicaragua

Acknowledgements

For over 16 years, Agri-Traçabilité Québec has been responsible for the implementation and management of Quebec's animal identification and traceability system. ATQ supports producers and industry stakeholders on a daily basis in fulfilling their traceability obligations and would like to thank them sincerely for their close collaboration, which undeniably contributes to the reliability and durability of the Quebec traceability system. ATQ would also like to thank all of its partners for their faithful contributions since the organization was founded in 2001.



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