

AGRI-TRAÇABILITÉ QUÉBEC BECOMES ATTESTRA: A RECOGNIZED LEADER IN TRACEABILITY SOLUTIONS IS EXPANDING THE REACH OF ITS EXPERTISE

LONGUEUIL (QUÉBEC) CANADA, December 2nd, 2020 – Agri-Traçabilité Québec is pleased to announce today the launch of its new name, accompanying signature and brand platform: Attestra – We Raise Confidence.

Created in 2001 under the aegis of the Ministère de l'Agriculture, des Pêcheries et de l'Alimentation du Québec (MAPAQ), the Union des producteurs agricoles (UPA), La Financière agricole du Québec (FADQ), and with the commitment of Québec bovine, ovine and cervid producers and partners, the organization quickly distinguished itself through the design, deployment and efficient management of customized identification and traceability systems in a context where health safety is playing an increasingly important role in ensuring the well-being of the population.



"Our new identity allows us to realize our full potential, while recognizing the solid foundation we have already established," said Martin Caron, President of Attestra. "A contracted form of the words 'Attestation' and 'Traceability', Attestra reflects our expertise and our values of excellence, quality and safety, and allows us to project ourselves with confidence towards new mandates in service to the community", adds Marie-Christine Talbot, General Manager for Attestra.

Developed entirely in Quebec with the involvement of all of the organization's stakeholders, the Attestra brand is a faithful representation of its DNA: its know-how, competence and Quebec roots are conveyed by its soft colours in pronounced shades of blue; its responsiveness and availability are presented in the rounded fonts; traceability is signified by the continuous line that forms the "A" of the name; nature is suggested by the pastel tones that change from turquoise to light blue; its promise is put forward by an uncomplicated signature that is evocative of the issues being resolved.



As the standard-bearer of the new brand platform, Attestra's website has been completely redesigned to improve the user experience, facilitate the dissemination of information and reflect the ambitions of the organization. Find out more by visiting **attestra.com**.

- 30 -

About Attestra

Attestra develops, implements and manages customized identification and traceability systems with proven effectiveness. Its sensible solutions, serving the agri-food and environmental sectors, ensures safety and raises confidence throughout the community, day in and day out. Find out more at **attestra.com**.

Contact

Source: Attestra

Information: Geneviève Goulet

Administrative and Communications Officer

ggoulet@attestra.com

