

Under the spotlight

ATQ and the Canadian Pork Council celebrate a 10-year partnership supporting Canada's pork sector

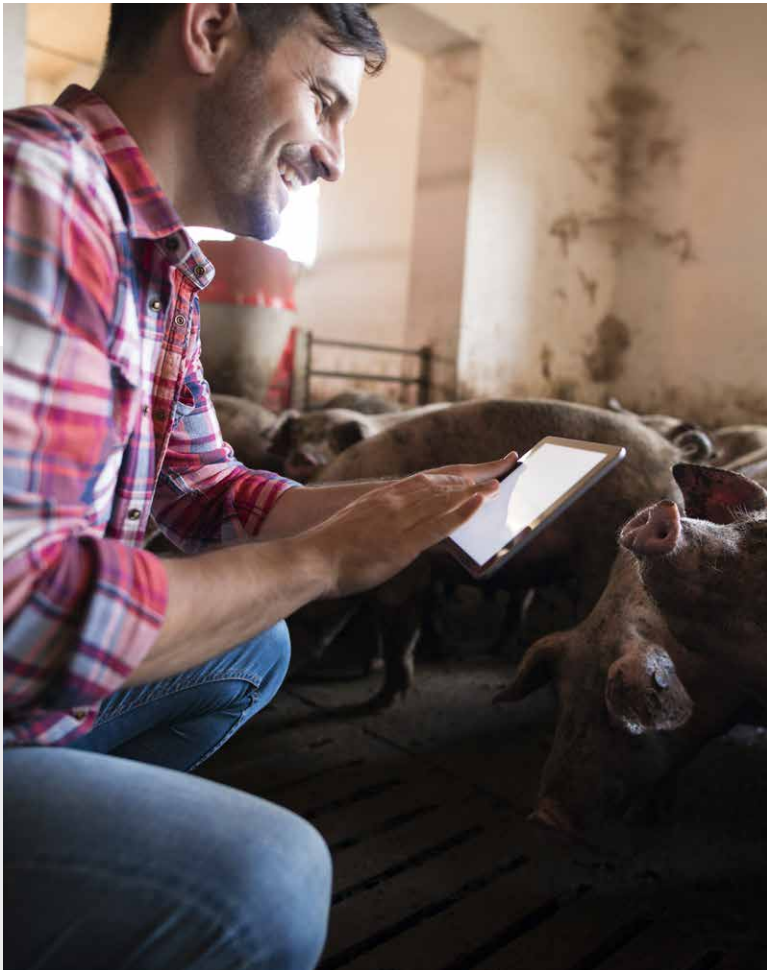
LEVERAGING OUR TECHNOLOGY TO BENEFIT THE ENTIRE CANADIAN PORK INDUSTRY

The Canadian Pork Council (CPC) first considered the opportunity to implement a traceability system in 2003. Over the next few years, the project was advanced through pilot studies and investigations, leading to a Request for Proposals issued in 2009, which was awarded to ATQ. Since then, the CPC leadership and vision allowed for multiple achievements and benefits for the industry, giving access to a robust database with operational data suited to each province's needs. The following timeline summarizes 10 years of collaboration between our two organizations.



“The initial need to develop a database platform for our mandatory PigTRACE program has evolved into an integrated, national hub for the Canadian pork sector. We now deliver an entire suite of on-farm programs for pig producers and a training environment for farm workers, as well as a secure interface for sharing documents with various stakeholders (policy committees, veterinarians, barn workers and other industry staff).”

– Jeff Clark, Director, PigTRACE Canada



2009 ATQ SELECTED BY CPC TO DEVELOP PIGTRACE

CPC's technical committee previously defined the business needs for a Canada-wide traceability solution for the pork sector. Agriculture and Agri-Food Canada supported the initiative financially and the solution presented by ATQ was retained after a global RFP, due to the alignment between ATQ's animal tracking system and industry needs.

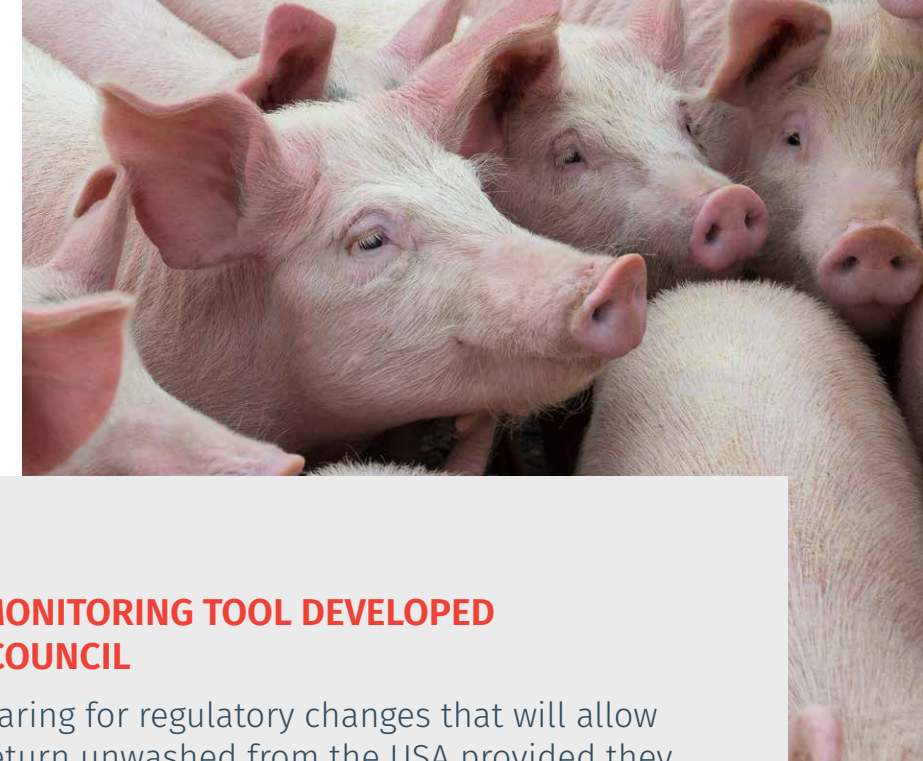


2009 / 2014 MULTI-LEVEL SUPPORT TO CPC PRIOR TO OFFICIAL PIGTRACE PROGRAM LAUNCH

CPC began selling PigTRACE ear tags in October 2009 and contracted ATQ to manage all aspects of tag sales due to their long-time expertise. Database development was completed in 2012, then ATQ worked with CPC's early adopters to begin testing the system. With ATQ's support, CPC was ready for program launch in anticipation of the federal regulation coming into effect.

Under the spotlight

ATQ and the Canadian Pork Council celebrate a 10-year partnership supporting Canada's pork sector



“Selecting ATQ in 2009 proved to be a smart decision for our organization. Our international competitive bidding process demonstrated ATQ’s expertise, professionalism and capacity to develop a movement tracking system to fit the needs of the Canadian pork sector.”

– Jeff Clark, Director, PigTRACE Canada

2014 - JULY 1 PIGTRACE LAUNCH

Canadian regulation for pork identification and traceability came into effect. ATQ has been a valuable partner by assisting with logistics, communication, the development of a mobile app for user-friendly movement declarations and continued to serve as CPC’s customer service desk for the sale of ear tags. This was eventually transferred to CPC in 2015, with guidance from ATQ.

2017

DEVELOPMENT OF PIGSAFE AND PIGCARE MODULES, USING PIGTRACE AS A FRAMEWORK

In a context of increased biosecurity concerns worldwide, CPC initiated a complete overhaul of the Canadian Quality Assurance and Animal Care Assessment programs to raise industry standards for food safety, animal health and well-being. The information needs for the new programs - PigSAFE and PigCARE - were integrated into the already existing PigTRACE solution. ATQ was then mandated to develop an all-in-one, user-friendly application. Along with PigTRACE, the programs have been branded as the Canadian Pork Excellence suite of programs and coupled to a brand strategy for Canadian pork in foreign markets (Verified Canadian Pork).

2018

PORK TRANSPORTER MONITORING TOOL DEVELOPED FOR MANITOBA PORK COUNCIL

Manitoba has been preparing for regulatory changes that will allow pig transport trucks to return unwashed from the USA provided they immediately undergo washing and disinfection at a certified wash station in Canada. The Manitoba Pork Council (MPC) asked ATQ to develop a monitoring tool that would make sure all trucks report to Canadian wash stations to avoid potential cross-border disease spread (Manitoba Trusted Transporter program). The project made use of the underlying design of the PigTRACE database and highlighted its ability to be used as a framework in the development of additional tools to strengthen the Canadian pork sector supply chain.

2017

QUEBEC-BASED PILOT PROJECT TO MONITOR ANTIBIOTIC USE ON PIG FARMS

Parallel to the CPC mandate, ATQ designed an app for *Les Éleveurs de porcs du Québec*, allowing veterinarians to survey and assess the use of antibiotics in producers’ facilities. Once the data is collected, producers can establish benchmarks and compare amongst themselves in order to improve certain practices in collaboration with their veterinarian.

2017 / 2018

DISEASE RESPONSE AND PREPAREDNESS IN CANADA BECOME A HEIGHTENED CONCERN FOR THE PORK SECTOR

Domestic outbreaks of Porcine Epidemic Diarrhea virus (PEDv) and the threat of African Swine Fever (ASF) potentially entering North America led to increased use of PigTRACE data for disease response and planning. ATQ responded to CPC’s needs for the development of enhanced data monitoring tools. As data analyses improve, so too does awareness of the importance of swine traceability from coast to coast, including Canada’s largest pork production companies.

Under the spotlight

Ongoing collaboration between trusted partners in facing industry challenges

CPC and ATQ developed a long-term relationship based on skilled and dependable, key personnel on both sides, and a true commitment to develop innovative, efficient and reliable solutions that draw on the very best of PigTRACE infrastructure, either for provincial or national uses.

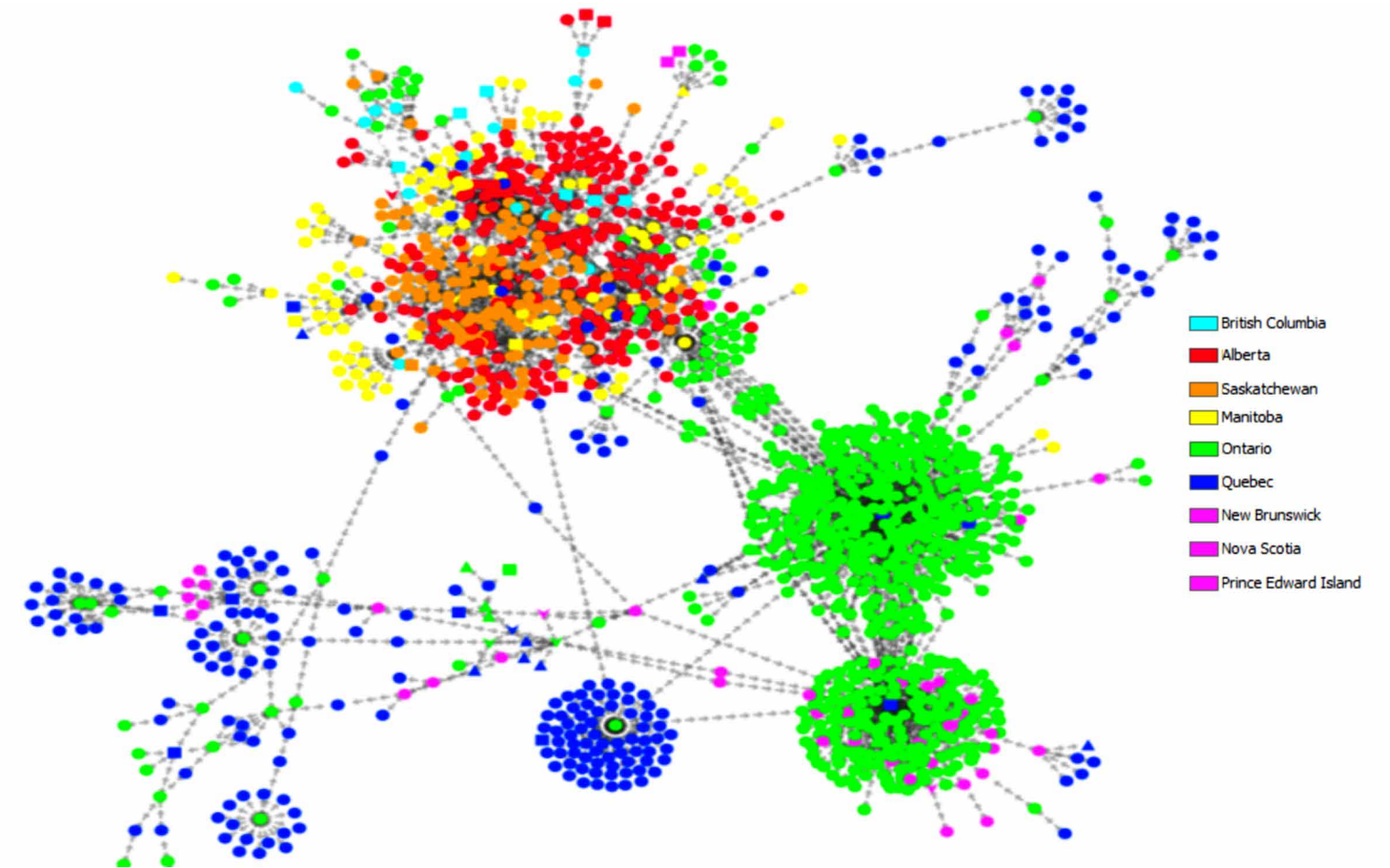
SWINE MOVEMENTS CONNECT PREMISES INTO CLUSTERS, NATIONWIDE.

Monitoring and mapping swine movements is pivotal to understanding potential paths of disease transmission that would require attention during outbreaks.

PigTRACE encompasses a good part of the value chain, from farms to slaughterhouses, with cluster identification and geospatial analysis. Identifying high-risk farms is key to mitigating disease spread and targeting consequent actions (e.g.: ensuring biosecurity protocols are being followed).

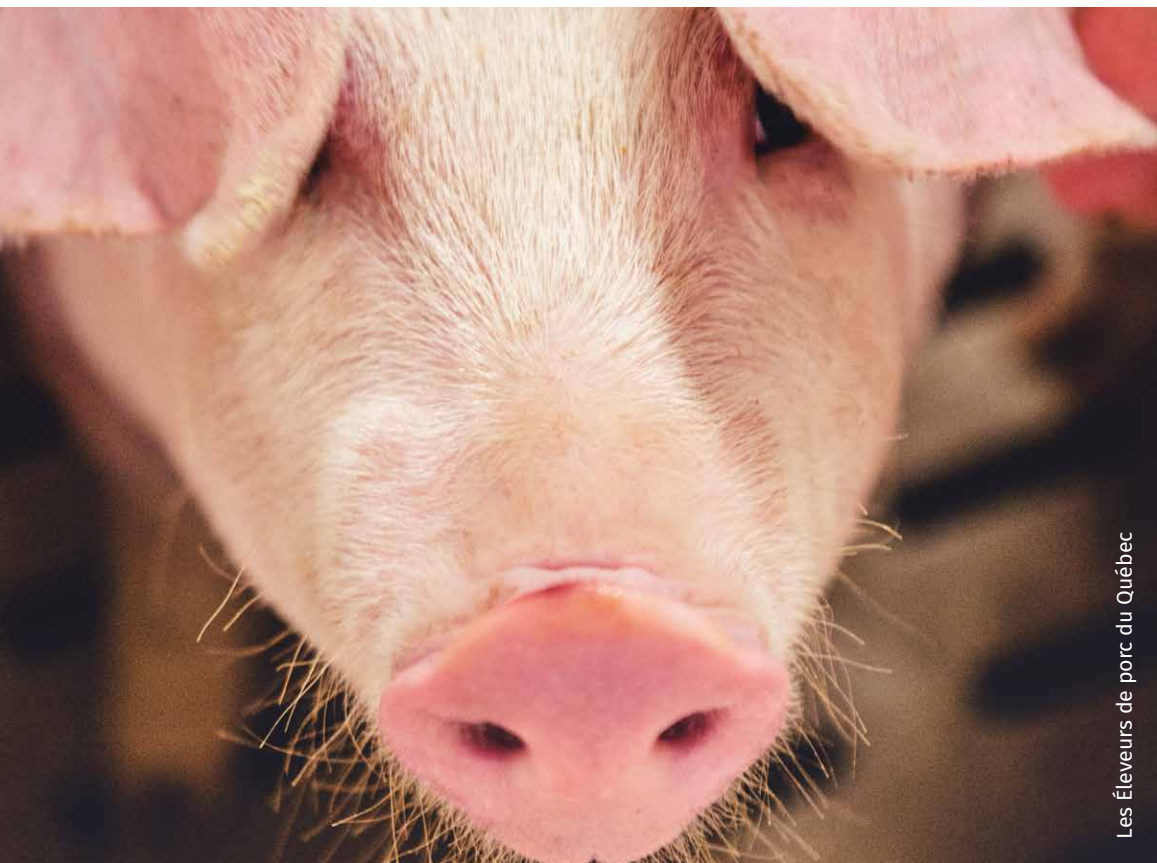
PigTRACE has been designed and built by ATQ in a way that provides short- and long-term business intelligence for CPC, with fast data extraction and useful analysis as decision-making tools.

Depending on the situation, PigTRACE can be used for planning and prevention (baseline movement patterns) or emergency monitoring and mitigation. The database is a robust tool that contributes to building predictive movement models using Artificial Intelligence.



“ATQ helped us leverage value from our platform in terms of data mining and advanced analyses that set the stage for machine learning capabilities and further innovation. This will enhance data accuracy and improve our ability to mitigate disease risks.”

– Jeff Clark, Director, PigTRACE Canada



Les Éleveurs de porc du Québec