

**PRESS RELEASE**  
**For immediate release**

## Attestra Celebrates a Quarter Century of Raising Confidence Through Innovation and Commitment

**Longueuil, March 30, 2026** – Attestra is pleased to unveil the commemorative visual identity for its 25th anniversary, which will accompany all of its activities throughout the year. Designed to embody a quarter-century of history, innovation, commitment, and above all, real impact, this identity reflects the emergence of traceability, the relevance of its development, and the dynamic nature of its deployment.

### **Transforming an Emergency into Lasting Expertise**

The result of a partnership between the Union des producteurs agricoles (UPA), the Ministère de l'Agriculture, des Pêcheries et de l'Alimentation du Québec (MAPAQ), and La Financière agricole du Québec (FADQ), Attestra (then Agri-Traçabilité Québec) was founded on September 25, 2001, with a mission to develop, implement, and operate a new identification and traceability system to help improve food safety in Québec and strengthen the competitive position of its agricultural producers.

The need for traceability became evident in the context of the global health crises of the 1990s, particularly those involving bovine spongiform encephalopathy (BSE, commonly known as “mad cow disease”) and avian influenza. Together, these epidemics caused immense economic losses and highlighted the importance, for every market, of establishing an effective and reliable identification and traceability system to prevent and contain new pandemics.

Initially focused on livestock, the expertise Attestra has rigorously and effectively deployed now extends to multiple sectors: the environment, with the traceability of excavated contaminated soil; cities, with the municipal pet management; as well as areas related to current societal challenges, such as antibiotic resistance or the management of hazardous waste. Attentive to the constant changes in its environment, Attestra will continue to assess the relevance of expanding its scope of action in the coming years.

### **A Celebration Centred on Confidence**

In marking this important anniversary, Attestra is highlighting the core value that guides its actions and underpins its development: confidence. Confidence located at the heart of our systems where rigour and reliability are essential. Confidence that is also shared amongst Attestra, its partners, and all industry stakeholders. Above all, confidence that takes root thanks to the human contributions, commitment, and ongoing collaboration by those who, every day, carry out the organization's mission.



To this end, Attestra is offering a program of targeted and simply presented initiatives to highlight the progress made and the milestones achieved. At the heart of this initiative, Attestra's annual general meeting will hold special significance. Following the official event, members, partners, and long-time collaborators will gather for a commemorative reception, organized as a modest yet meaningful occasion to revisit the organization's history and recognize those who have helped build the organization as it stands today.

It is in this context that the new logo and commemorative tagline will accompany all communications throughout the year. [A new webpage dedicated to the 25th anniversary](#) has also been launched, bringing together content related to this celebration and offering a dedicated space to discover, or rediscover, the organization's history. Over the coming months, a series of short videos will be released, highlighting key moments in Attestra's development, the people who have driven its growth, and the resolution of challenges that have established its relevance within the industry. A timeline will complement this programming, tracing Attestra's major milestones and illustrating the evolution of its mission since 2001.

### **A Celebration Enriched by Our Sponsors**

Attestra would like to thank its sponsors for their contributions during this anniversary year. Their valuable commitment reflects the importance they place on our mission.



Together, we are launching our 25th anniversary celebration under the theme of confidence – the confidence that has guided us from the very beginning. Because confidence isn't something you can decree, it is something you patiently build and earn. And at Attestra, we have now been raising confidence for 25 years.

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Source: Attestra

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