

2020 | 2021

Activity Report

Table of Contents

• Message from the President & the General Manager	3
• Our Mission and Values	5
• ATQ to Attestra – Our New Brand Image	6
• 2001-2021: 20 Years of Traceability and Accomplishments	7
• Attestra's Service and Technology: Towards Optimal Traceability in Québec	12
• Agricultural Traceability: Highlights	16
• Traceability and Management of Companion Animals: Alatrace	20
• Traceability for Excavated Contaminated Soils: A New Area of Intervention	22
• Our Team	23
• Events and Meetings	25
• Acknowledgements	25

Message from the President and the General Manager

Together, We Are Raising Confidence!

The title we have chosen for this report sums up the importance of both traceability and solidarity in a year marked by an unprecedented health crisis.

As our organization celebrates 20 years of service to the community and looks to the future with confidence and determination, this activity report provides an opportunity to retrace the path we have taken, from yesterday to today.

A New Identity - Compelling and Distinctive

On December 2, 2020, Agri-Traçabilité Québec took a new step forward in its development to become Attestra, following a strategic planning exercise and consultations with our founding partners, the Ministère de l'Agriculture, des Pêcheries et de l'Alimentation du Québec (MAPAQ), the Union des producteurs agricoles (UPA) and La Financière agricole du Québec (FADQ).

The name change reflects the strategic vision of an organization that has quickly made a name for itself in the design and effective management of identification and traceability systems. Traditionally focused on livestock, traceability now extends to multiple sectors: the environment, with the control

of the transport of excavated contaminated soils; the cities, with the municipal pet management; or any other activity related to societal expectations and issues, including the origin and authenticity of products, biosecurity or animal welfare, among many others.

Our new identity allows us to exploit our full potential, while recognizing our solid foundation. Attestra reflects our expertise and our values of excellence, quality and safety, and allows us to pursue our mission with confidence as we take on new mandates in the service of the community.

Together, in the Face of the Pandemic

We're all in this together, on a global level, and we have come to understand the meaning and significance of the words pandemic, contagion, lockdown, outbreak, identification, tracing and the other terms that we hear on a daily basis. We have also gained a better understanding of the roles of public health, epidemiologists and other specialists, and we have become aware of individual responsibility in the fight to limit the transmission of viruses and reduce their human and economic impact.

These terms were already an integral part of the epidemiological surveillance of livestock

which Attestra has been working on for 20 years. We have participated in the development and refinement of proven electronic tools, effective algorithms, rules and precision information processing. However, advanced technologies alone cannot guarantee success in countering an epidemiological crisis. The major issue is the information itself! It must be available, complete and reliable. These are the crucial elements that determine our ability to react and contain a health crisis.

In this sense, the adoption in 2002 of the regulations making traceability declarations mandatory has been the key success factor in Québec's system. Agricultural producers and other stakeholders have adhered to this regulation in the particular context where, at the end of the 1990s, Europe was facing its biggest health crisis linked to bovine spongiform encephalopathy, better known as mad cow disease.

From rigorous data collection to the development of new and effective tools, the current pandemic is an opportunity to reiterate the importance of commitment, because together we build confidence!



Continuing our Activities Securely

Moreover, the health crisis demonstrated the robustness of Attestra's business continuity plan. With technology already well established within each of its teams, Attestra was able to maintain all of its services: customer service, which had been the subject of a customer satisfaction survey in the fall of 2020, technical support and development related to information technology services, as well as administrative and secretarial services.

The business continuity plan also proved its worth during an event, at the beginning of 2021, related to the security of our infrastructure during which Attestra decided to close access to its systems as a preventive measure. Here too, it was the expertise and professionalism of Attestra's teams that enabled the gradual restoration of activities in a completely secure manner.

Diversity in Mandates and Health Adaptation

During the 2020-2021 fiscal year, Attestra developed several major IT solutions, including DairyTrace and VIAferti. In addition, we responded to numerous requests from our partners to develop new solutions or improve existing tools. Not wanting to slow down the pace, Attestra took

the necessary steps to meet demand: twelve new employees were hired during the year! The integration of this new talent in a context of having to work from home was an additional challenge – one which Attestra met with flying colours!

The health of our employees has been foremost in our minds throughout the past year. The increased workload, the presence of children at home, teenagers who want to get out of the house, the numerous tests for COVID-19, the absence of people to whom we would have liked to be closer, or even the distance separating us from our colleagues, all these changes have had undeniable impacts on our employees, and work-life balance has proved to be essential in all respects.

This past year of the pandemic has been challenging, with its moments of turmoil putting additional pressure on our teams, who have been put to the test at times, but have always come back stronger than ever.

We would like to express our gratitude to all of Attestra's employees for their real demonstration of commitment and solidarity, and for maintaining their professionalism despite these challenges.

We would also like to thank the members of the Board of Directors for their exceptional contribution, as well as MAPAQ, FADQ, UPA and all our partners who, as usual, have offered us their support throughout the year.

Enjoy the read!

Martin Caron, President

Marie-Christine Talbot, General Manager



Our Mission and Values

Every day, the identification and traceability solutions developed by Attestra ensure the ongoing protection of several industries and sectors of activity in Québec and across Canada.

Founded in 2001 under the name Agri-Traçabilité Québec, Attestra is an independent, non-profit organization mandated by the Ministère de l'Agriculture, des Pêcheries et de l'Alimentation du Québec (MAPAQ) to manage the Québec agricultural traceability system. Since December 2020, our organization has been operating under the Attestra brand.

Our Mission

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

Its sensible solutions, serving the agri-food and environmental sectors, ensure the safety of and raise confidence amongst the community, day in and day out.

Our Values

The three values of Attestra, which are expressed in every one of our actions, are excellence, quality and safety.

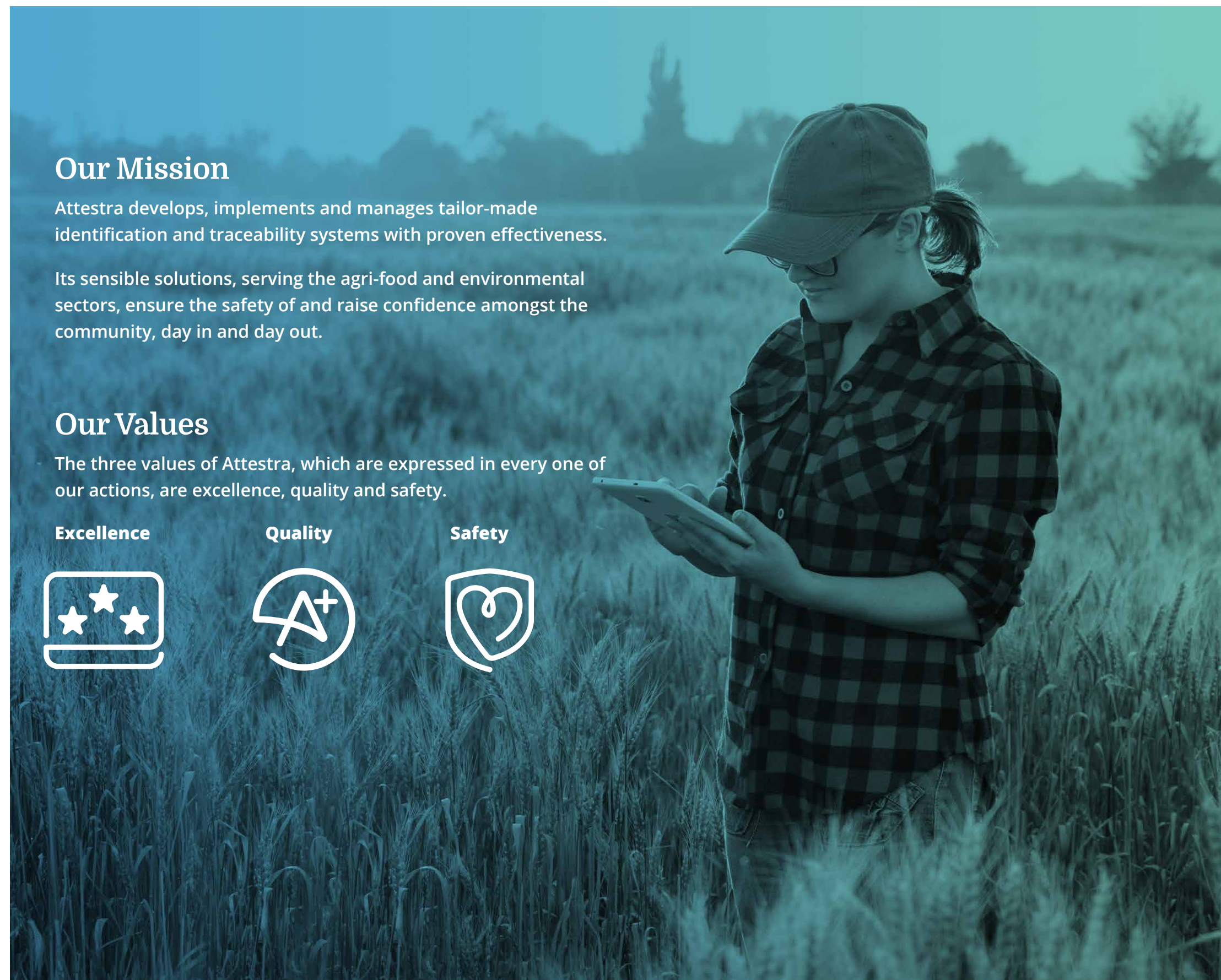
Excellence



Quality



Safety



ATQ to Attestra

Our New Brand Image

Announced publicly on December 2, 2020, the organization's new identity "Attestra - we raise confidence" allows us to convey the full range of our teams' expertise in a strong and modern way. A contracted form of the words "Attestation" and "Traceability", Attestra reflects the integrated expertise and values of excellence, quality and security of the organization, which is favourably positioned to project itself with confidence towards new and diversified mandates, always in service of the community.

Attestra's Brand Image

Developed entirely in Québec with the involvement of all of the organization's stakeholders, the Attestra brand is a faithful summation of its DNA: know-how, competence and its Québec roots, with soft colours in pronounced shades of blue - agility and availability; the roundness of the typography with traceability included in the continuous line forming the "A" in the name; nature, through pastel shades of turquoise and light blue; and the promise, through a simple signature evocative of the issues resolved.

The Attestra Promise

Our promise sums up our raison d'être and mobilizes our teams in pursuit of a common goal:

"In a globalized economy with bewildering supply chains, the Attestra team deploys its consulting expertise and technological know-how to serve the public, businesses and governments, in building sensible traceability solutions that mitigate risk, ensure confidence and promote growth."

Ready to Take on Diverse Challenges

Traditionally focused on farm animals, traceability now extends to multiple sectors: the environment, with the control of transport for excavated contaminated soils; the cities, with the municipal pet management; or any other activity linked to societal expectations and issues, including product origin and authenticity, biosecurity, antibiotic resistance or animal welfare, amongst others.

As the flagship of the new brand platform, attestra.com has been completely redesigned to improve the user experience, facilitate the dissemination of information and better reflect the ambitions of the organization.

At Attestra, we have already been raising confidence for 20 years



2001-2021: 20 Years of Traceability and Accomplishments

The need for traceability arose in the context of the global health crises of the 1990s, that of bovine spongiform encephalopathy (BSE), commonly known as “mad cow disease,” and avian flu. These two epidemics combined to cause huge economic losses and highlighted the importance for each market to have an efficient and reliable identification and traceability system to prevent any new pandemic.

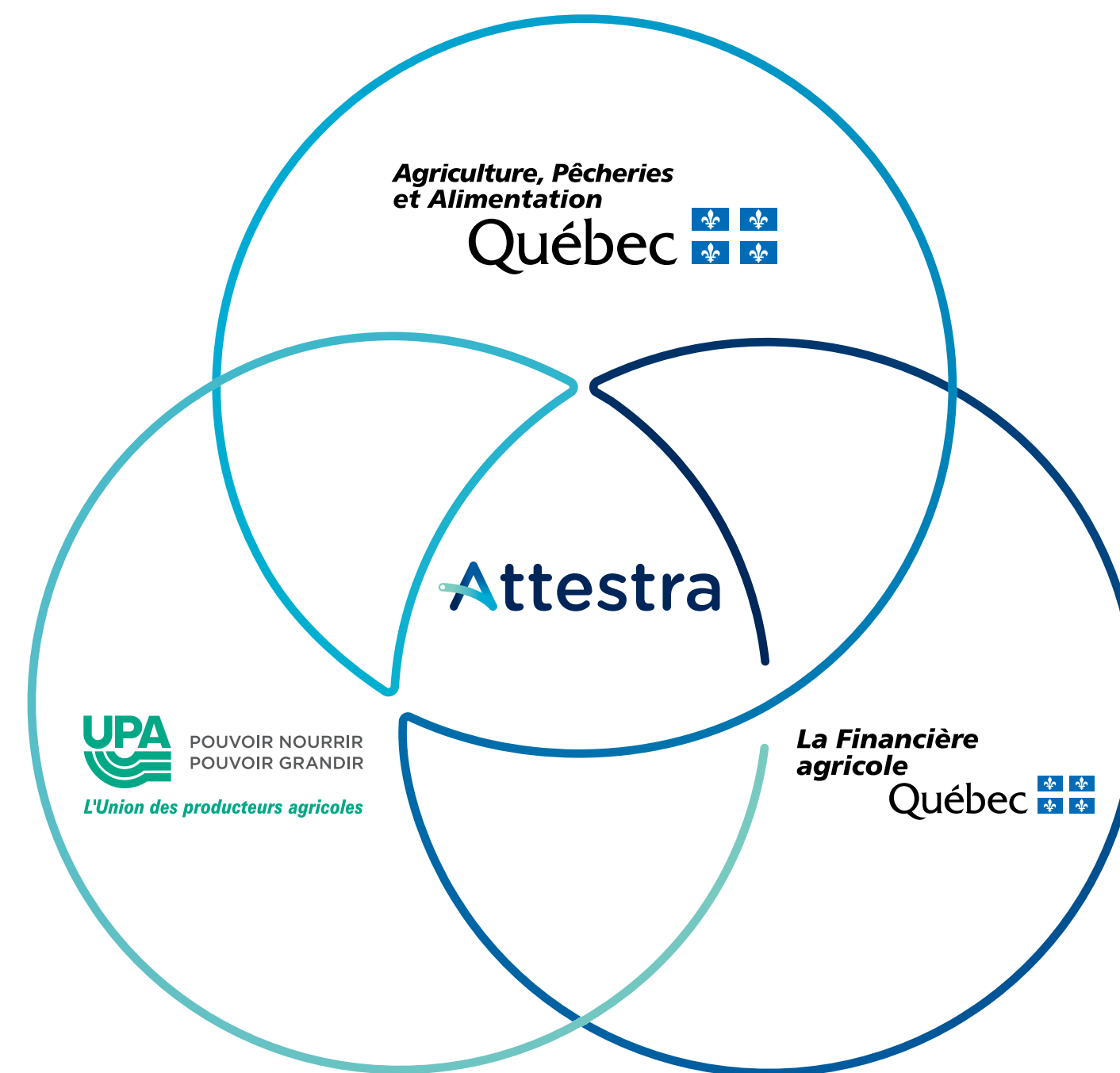
September 25, 2001: Attestra Is Created to Protect the Production Sectors

Attestra (then Agri-Traçabilité Québec) is born as an independent, non-profit organization in partnership with 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).

As early as March 1998, during the *Conférence sur l’agriculture et l’agroalimentaire québécois*, the Québec government and the UPA agreed on the need to implement a system of identification and traceability for agricultural products, from farm to table.

Frequent Global Health Issues

Crisis	Where	When	Impact
Foot-and-Mouth Disease	UK	2001	6 million animals slaughtered, losses estimated at \$12.4 billion
BSE	Canada	2003	Losses estimated at \$7 billion
Listeria	Canada	2008	23 deaths (consumers)
E. coli	Canada	2012	Recall of 1,800 meat products (largest recall ever in Canada)
Horse meat	Europe	2013	One of the largest cases of food fraud
BSE	Canada (Alberta)	2015	Long process of trace-back
Tuberculosis	Canada (Alberta)	2017	Over 10,000 animals slaughtered, long process of trace-back



2001-2021: 20 Years of Traceability and Accomplishments

Traceability in Québec: A System Overseen by Two Levels of Government

Federal regulations (*Health of Animals Regulations*) are enforced by the Canadian Food Inspection Agency (CFIA)

The Ministère de l'Agriculture, des Pêcheries et de l'Alimentation du Québec (MAPAQ) is responsible for the application of the *Règlement sur l'identification et la traçabilité de certains animaux* within its jurisdiction. As such, MAPAQ has successively brought into effect the regulations for the identification of the following species:

- Règlement sur l'identification des bovins : 2002 (Regulation on the identification of bovines)
- Règlement sur l'identification des ovins : 2004 (Regulation on the identification of ovines)
- Règlement sur l'identification des cervidés : 2009 (Regulation on the identification of cervids)



Effective Governance in Line With Producers' Needs

In 20 years of activity, Attestra has had only four presidents leading its board of directors. This continuity is both a sign of confidence and a recognition of the importance of our mission for the entire agricultural production chain.

2001 to 2006	Martine Mercier	1 st Vice-president, UPA
2006 to 2013	Richard Maheu	President, Fédération UPA de l'Outaouais-Laurentides
2013 to 2018	Pierre Lemieux	1 st Vice-president, UPA
2018 to the present	Martin Caron	1 st Vice-president, UPA

Excerpt From the ATQ Press Release on Ultraflex Identifiers – February 2011

ULTRAFLEX, A NEW AND IMPROVED CATTLE IDENTIFIER

As of March 2011, a new and improved identifier will be available to Québec cattle producers.

Since 2003, Agri-Traçabilité Québec has undertaken various projects to test the retention of several types of identifiers. The goal? To find a better performing model of ear tag.

Amongst these tests can be found the Ultraflex model, a new identifier that has performed remarkably well. This identifier is made of an ultra-flexible plastic (which is more resistant to the temperature variations found in Québec's climate) and has a rounded back part (which limits the possibility of an object being inserted between the ear and the tag). These two improvements will ensure that the life of the identifier will be extended.

This model will be available in FDX and HDX versions, two electronic reading technologies compatible with the three reading sticks distributed by ATQ, as well as with the equipment used by livestock auctions and abattoirs.

Excerpt From the 2017-2018 Activity Report

BOVINE ID EXCHANGE PROGRAM

Bovine Identifier 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 Québec 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.

2001-2021: 20 Years of Traceability and Accomplishments

Attestra: 20 Years of Action

Attestra's Objective: To Prevent, Contain and Quickly Eliminate Any Potential Health Crisis

Quickly isolating any vector for an infectious disease makes it possible to protect each sector, limit the damage suffered and preserve market confidence in local producers.

The Means: Design an Identification and Traceability System for Agricultural Production Sectors

By giving itself the capacity to trace any identified animal back to its herd of origin, to know its production history, its movements and its location at the time of being traced, Attestra makes it possible to improve diagnostic and monitoring capacities and therefore reduce the risks associated with the export and import of animals.

The Challenge: Implementing a Technological Platform That Aligns With the Needs of Each Sector

Attestra plays an important role in supporting agricultural producers to ensure optimal integration of traceability protocols out in the field: interpretation of regulations, declaration obligations, retention of tags.

The Key Factor for Success: The Mobilization of All Players in Affected Sectors

The ministry, breeders and producers, associations, agricultural stakeholders: all are invited to contribute to the expansion of traceability. Attestra relies on implementation committees to target the needs of stakeholders and share information on the day-to-day management of the system.

Excerpt From the 2001-2002 Activity Report

Thanks are due, in particular, to the cattle producers of Québec for their collaboration. On June 15, 2001, La Terre de chez nous wrote that Agri-Traçabilité Québec had managed to succeed in its incredible challenge: to identify and activate 1.1 million ear tags.

Such a result would not have been possible without the involvement of producers and the commitment of ATQ employees who, during the last weekend before this date, relayed each other working round the clock to record the data provided by producers and to ensure that six fax machines remained working.

Excerpt From the ATQ Press Release on the SimpliTRACE Launch

ATQ successfully launches its new SimpliTRACE application! Longueuil, March 14, 2016. – Agri-Traçabilité Québec (ATQ) is pleased to announce that the official launch of its new traceability Web application, named SimpliTRACE, has successfully been completed. In fact, March 14, 2016, will, from now on, mark a significant moment in ATQ's history. The technological shift undertaken by ATQ throughout the past few years is now complete and represents an important evolution for the traceability sector at both the Québec and Canadian level.

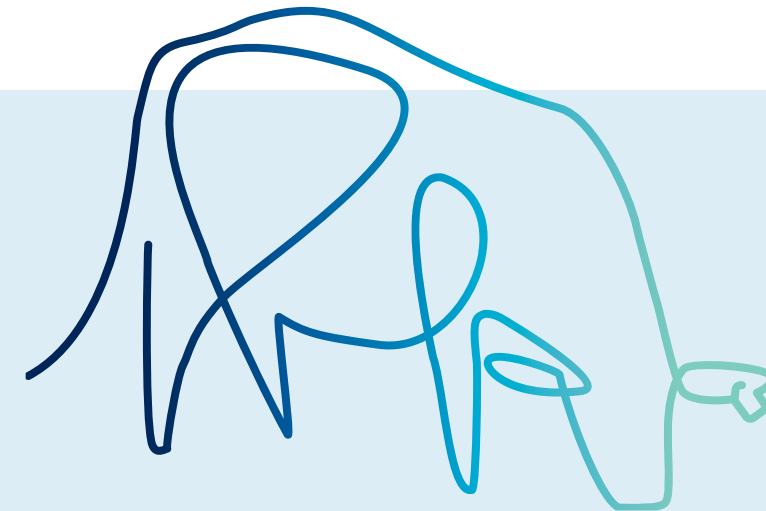


2001-2021: 20 Years of Traceability and Accomplishments

Attestra in Key Dates

20 years of Technological Innovations

20 years Accompanying Producers



2001

Since the beginning, Attestra has moved forward with automation for data collection and information transfers

2002

Creation of the ATQ Direct transactional website which allowed producers to fill out their declarations online

2008

Launch of FormClic, a form filling software sending forms via the Internet (software compatible with RFID stick readers)

Since 2002

Development of 5 generations of bovine identifiers

2001 to today

Projects to accompany producers and test the suitability of tools out in the field

- Studies on tag retention: development and marketing of different generations of improved tags
- Design and dissemination of tools, documents and forms to assist producers and stakeholders in making traceability declarations

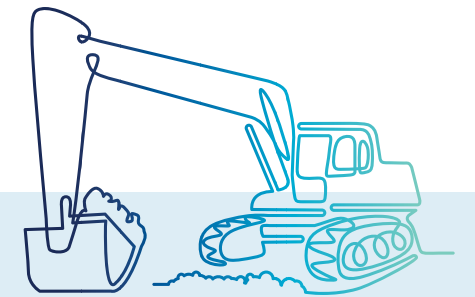
Since 2004

Development of 2 generations of ovine identifiers



2001-2021: 20 Years of Traceability and Accomplishments

Attestra in Key Dates



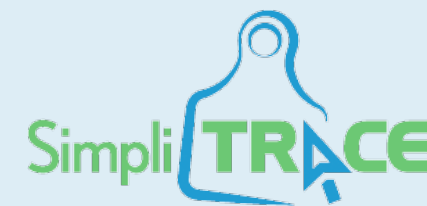
2021

Development of a traceability solution for excavated contaminated soil, with the launch planned for later in the year



2020

Launch of DairyTrace, administered by Lactanet Canada in partnership with Dairy Farmers of Canada (DFC)



2016

Technological shift – Launch of SimpliTRACE and the replacement of FormClic with the SimpliTRACE Express module through which identification numbers can be captured using an electronic stick reader and then transferred to the SimpliTRACE declaration app

2014

Launch of PigTRACE in partnership with the Canadian Pork Council (CPC). PigTRACE was made a part of the platform for the CPC Canadian Pork Excellence program which also comprised PigSAFE and PigCARE



2011-2012

Development of Agri-Trace^{MC} Web, the cornerstone of SimpliTRACE for data collection, verification and storage linked to the identification of animals and their sites, and the declaration of events



2020

New generation of Ultraflex identifiers



2019

SimpliTRACE Mobile is made available on iPhone devices

2018

Launch of an online purchasing module allowing SimpliTRACE users to order tags directly from their account

2017

Technological shift – Launch of SimpliTRACE Mobile, an app that allows producers in Québec to make their traceability declarations more easily via Android devices.



2017

Bovine Identifier Exchange Program - Replacement of older generations of identifiers still in inventory on Québec dairy & beef farms with more efficient Ultraflex identifiers in order to improve retention

2011

Availability of a new Ultraflex bovine identifier

Attestra's Service and Technologies: for Optimal Traceability in Québec

Customer Service: Available, Courteous and Efficient

In 20 years of activity, the team at Attestra has acquired solid experience in implementing and managing high-performance traceability solutions. But it also stands out for the daily attention it pays to the needs of Québec producers and stakeholders who make traceability a reality in their respective sectors. The development of technological tools, the publication of documentation, and the daily support provided by our quality oriented and always professional team are all assets that were validated in our most recent customer satisfaction survey evaluating Attestra's products and services.

ISO 9001:2015 Certification: Our Guarantee of Excellence and Professionalism

Following a rigorous and comprehensive external audit in January 2021, Attestra renewed its three-year registration for the ISO 9001:2015 standard, which specifies the requirements for an organization's quality management system.

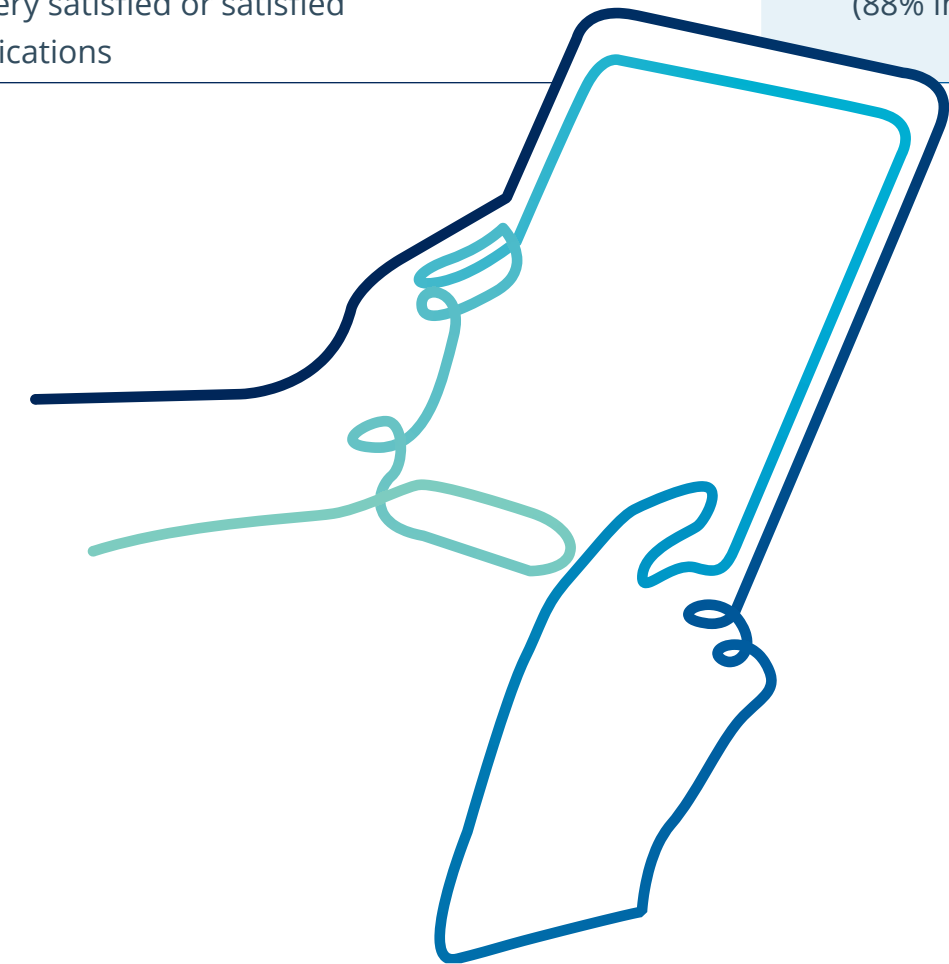
The following quality management principles were evaluated:

- Customer focus
- Leadership
- Engagement of people
- Process approach
- Improvement
- Evidence-based decision-making
- Relationship management

Attestra would like to congratulate all of its team for having reached this significant milestone in the accomplishment of its mission!

Results of the Customer Satisfaction Survey Carried Out in Fall 2020

94% of respondents indicated they were very satisfied or satisfied with the welcome, the quality of information given and the services offered by our agents	(95% in 2018)
89% of SimpliTRACE users were very satisfied or satisfied with the application	(84% in 2018)
74% of SimpliTRACE Mobile users were very satisfied or satisfied with the application	(72% in 2018)
94% of respondents indicated that they were given good information	(92% in 2018)
92% of respondents were very satisfied or satisfied with the quality of communications	(88% in 2018)



Attestra's Service and Technologies: for Optimal Traceability in Québec

A Powerful Technology to Simplify Traceability

Attestra has been listening to the needs and realities of producers and partners in the agri-food industry for 20 years, and continues to innovate and develop tools to simplify declarations and improve the quality of information recorded in the Québec traceability database.

- SimpliTRACE and SimpliTRACE Mobile: powerful applications for users to make efficient traceability declarations, or to simply consult their file;
- SimpliTRACE Express: the application allows the data stored in an electronic reading stick to be transferred directly into SimpliTRACE;
- Attestra Customer Service: experienced and trained agents to assist users with their declarations and to answer their questions five days a week.

Attestra.com: A Completely Redesigned Website to Service Traceability

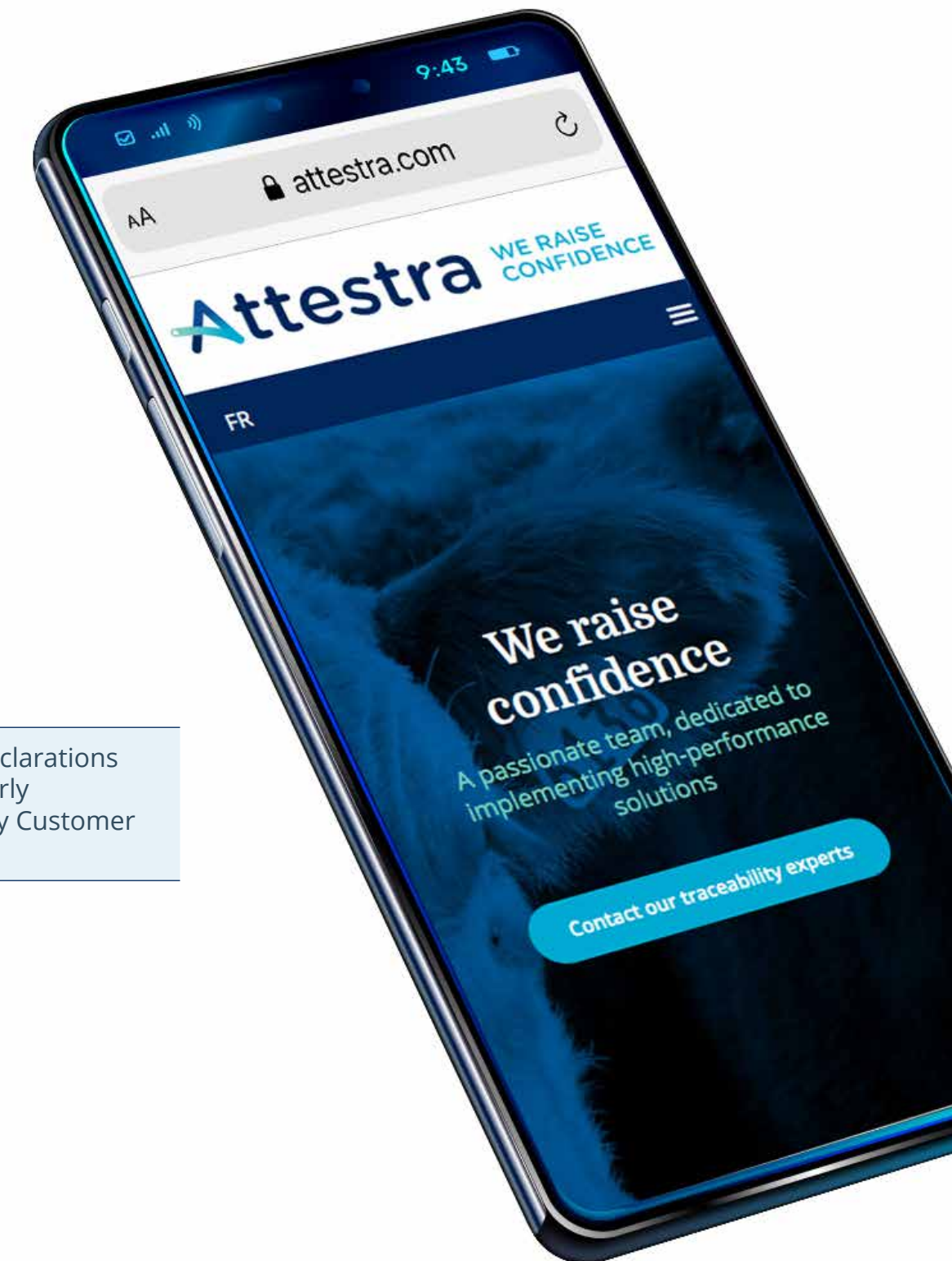
Attestra's website has been redesigned from top to bottom for easy and effective interaction with those who visit the site, whether using a computer, a tablet or a smartphone. It is a veritable vault of information dedicated just to traceability. Do you want to know more about the choices for tags and accessories? Visit the page on [animal identification](#). Are you thinking about your obligations as a producer, custodian or carrier of animals? The page on [regulations](#) will provide you with reference guides to answer your questions.

The Attestra website is also for:

- [Technical guides](#);
- [Video capsules on SimpliTRACE features](#);
- [Various forms and tag price lists](#).

Visit attestra.com and find all the information you need online.

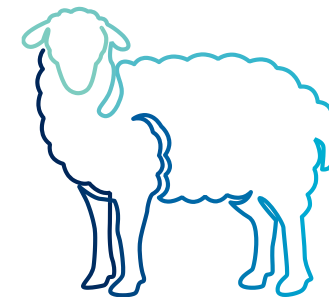
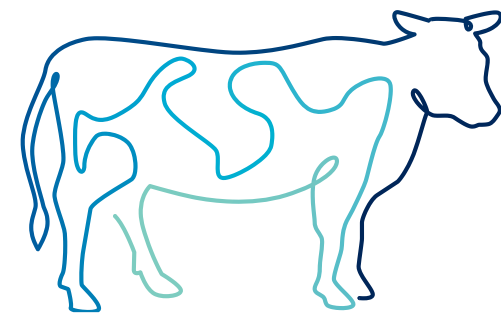
36,156 calls received	3,354 documents processed	1,344 requests for technical assistance handled	Over 3.3 million declarations recorded, with nearly 430,000 handled by Customer Service
-----------------------	---------------------------	---	---



Traceability – By the Numbers

Commitment by All the Players in Each Sector

Year after year, the information recorded in Québec’s traceability system demonstrates the extent to which progress has been made, and the work accomplished by traceability stakeholders. Following is a portrait of the 2020-2021 year – supported by figures.



	BOVINE SECTOR	OVINE SECTOR	CERVID SECTOR
Number of active producers & stakeholders	10,484	1,259	134
Tags ordered	540,226	238,864	2,607
Total number of declarations sent	2,298,468	992,532	3,272
Declarations sent using a SimpliTRACE account	53.1%	38.5%	31.2%
Declarations sent by electronic transfer	8.5%	37.8%	0%
Declarations made by telephone, fax, mail or email	38.4%	23.7%	68.8%

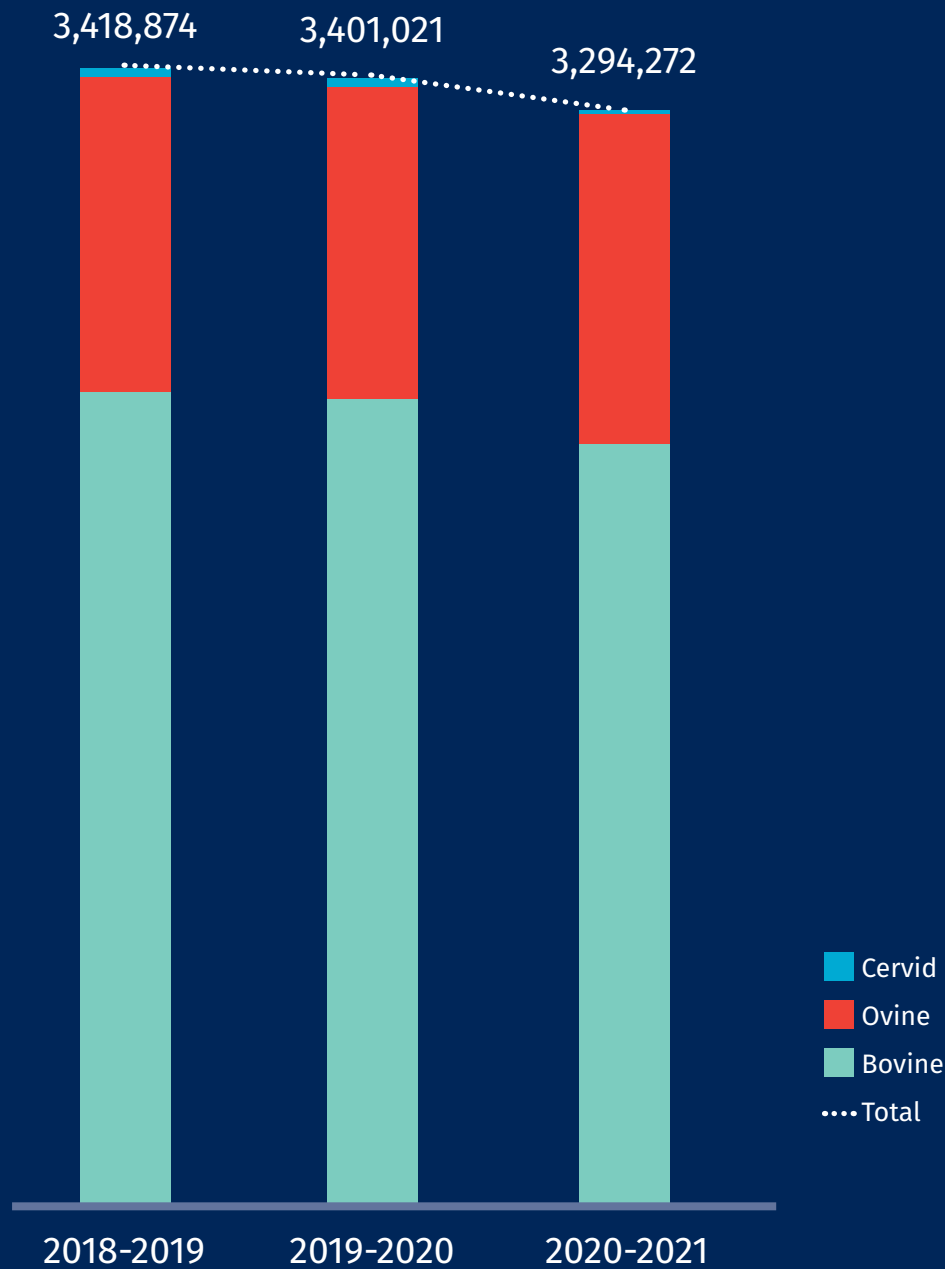
The Quality of the Information Collected: The Keystone of the System

A wealth of information is recorded on a daily basis in the traceability database. The quality of this information is essential to ensure an effective response by the traceability system in the event of a crisis. In addition to the rules programmed into the system, Attestra can count on an exceptional team of agents who act as quality guardians. These agents ensure that the information transmitted is in conformity by carrying out the necessary verifications and making corrections when necessary, for example in the standardization of address formats.

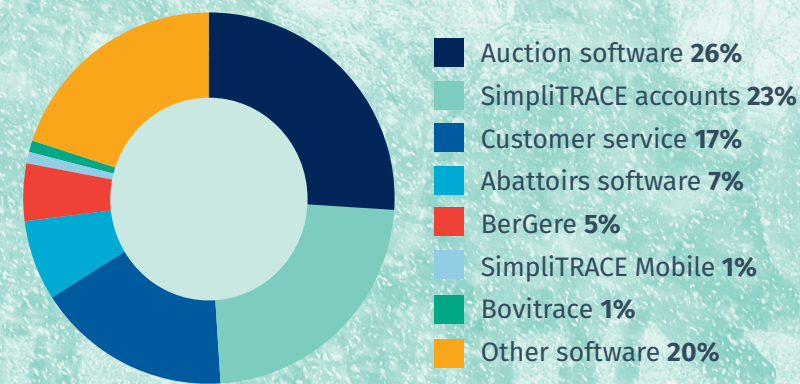
Although the rigorous measures put in place by Attestra are highly effective, the collaboration of all stakeholders is essential to maintain a flawless and efficient system. We encourage producers and all stakeholders in the traceability chain to provide us with information that is accurate, complete and fully compliant, and to call on our Customer Service Department for any type of assistance so that, together, we can maintain a world-class traceability system!

Traceability – By the Numbers

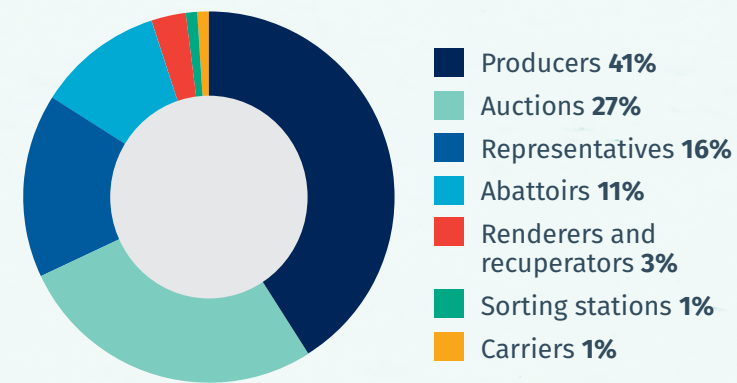
Declarations transmitted by producers and stakeholders



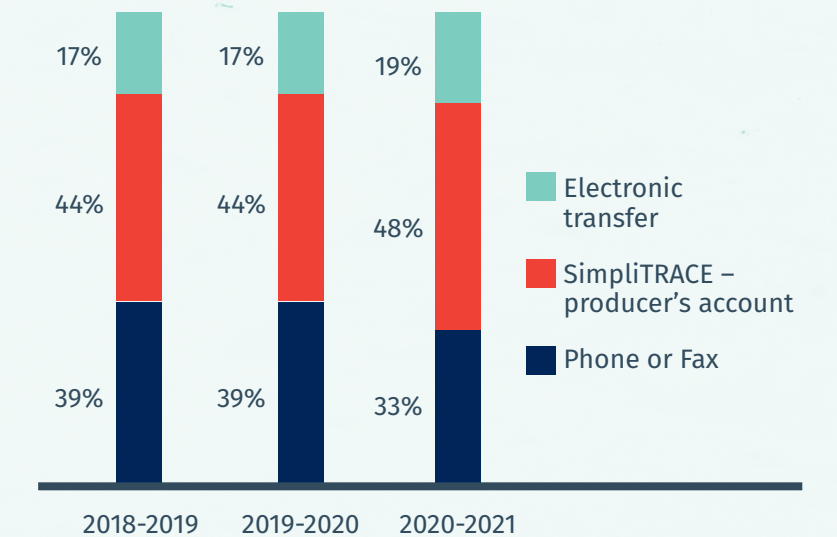
Source of declarations made by all stakeholders



Distribution of declarations amongst stakeholders



Origin of declarations from producers



Agricultural Traceability: Highlights

Canadian Traceability Solutions Adapted From the Agri-Trace^{MD} Web Platform

Lactanet and Dairy Farmers of Canada

DAIRYTRACE (TECHNOLOGY SOLUTION)

[DairyTrace](#) is a centralized data management system now being used as part of the National Dairy Cattle Traceability Program, launched in October 2020. The program, administered by Lactanet Canada in partnership with Dairy Farmers of Canada (DFC), supports the traceability component of DFC's proAction[®] program for the identification and tracking of live animal movements.

Canadian dairy producers benefit from this unique platform to meet their traceability obligations under federal regulations (Part XV of the *Health of Animals Regulations*).

ATTESTRA AND DAIRYTRACE

Attestra ensures the technical development of the DairyTrace database, portal and mobile application, and develops information transfer protocols with key stakeholders, similar to what is in place for Québec stakeholders. Attestra also coordinates the development of technical tools and shares its expertise acquired over the years with stakeholders (customer service and technical support) to enable them to comply with regulatory requirements.

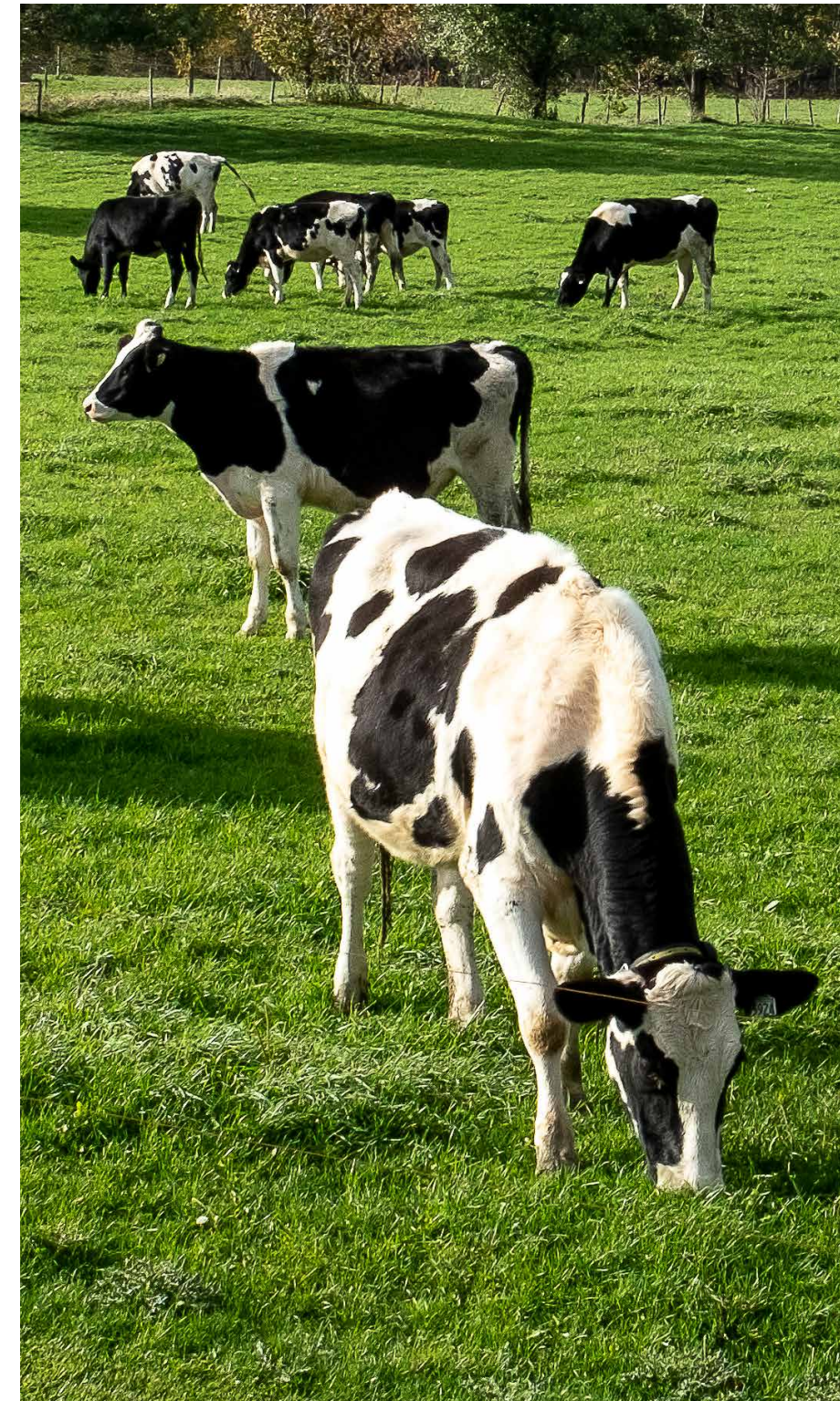
DAIRY FARMERS OF CANADA (CONSULTING SERVICES)

As a partner of Dairy Farmers of Canada since 2011, Attestra participates in the coordination of national activities for the animal traceability component of proAction[®] and provides consulting expertise for the implementation of the national dairy animal traceability system.

ATTESTRA AND QUÉBEC PRODUCERS*

Attestra collects dairy cattle traceability data, is responsible for the sale and distribution of animal tags, and provides automation tools and software solutions. We also manage their traceability obligations under federal regulations and/or proAction[®] requirements. Attestra offers bilingual customer service to SimpliTRACE users.

*These responsibilities have been assumed by Lactanet for the rest of Canada



Agricultural Traceability: Highlights

Canadian Traceability Solutions Adapted From the Agri-Trace^{MD} Web Platform

Canadian Pork Council

CANADIAN PORK EXCELLENCE (TECHNOLOGY SOLUTIONS)

[Canadian Pork Excellence](#) is a national platform operated by the Canadian Pork Council (CPC) that is comprised of three monitoring programs for pork farms:

- PigTRACE ensures traceability for live animals and offers a competitive advantage to Canadian producers on international markets;
- PigSAFE controls food safety and incorporates biosecurity elements developed by the Canadian Swine Health Board;
- PigCARE reflects the requirements contained in the Code of Practice for the Care and Handling of Pork.

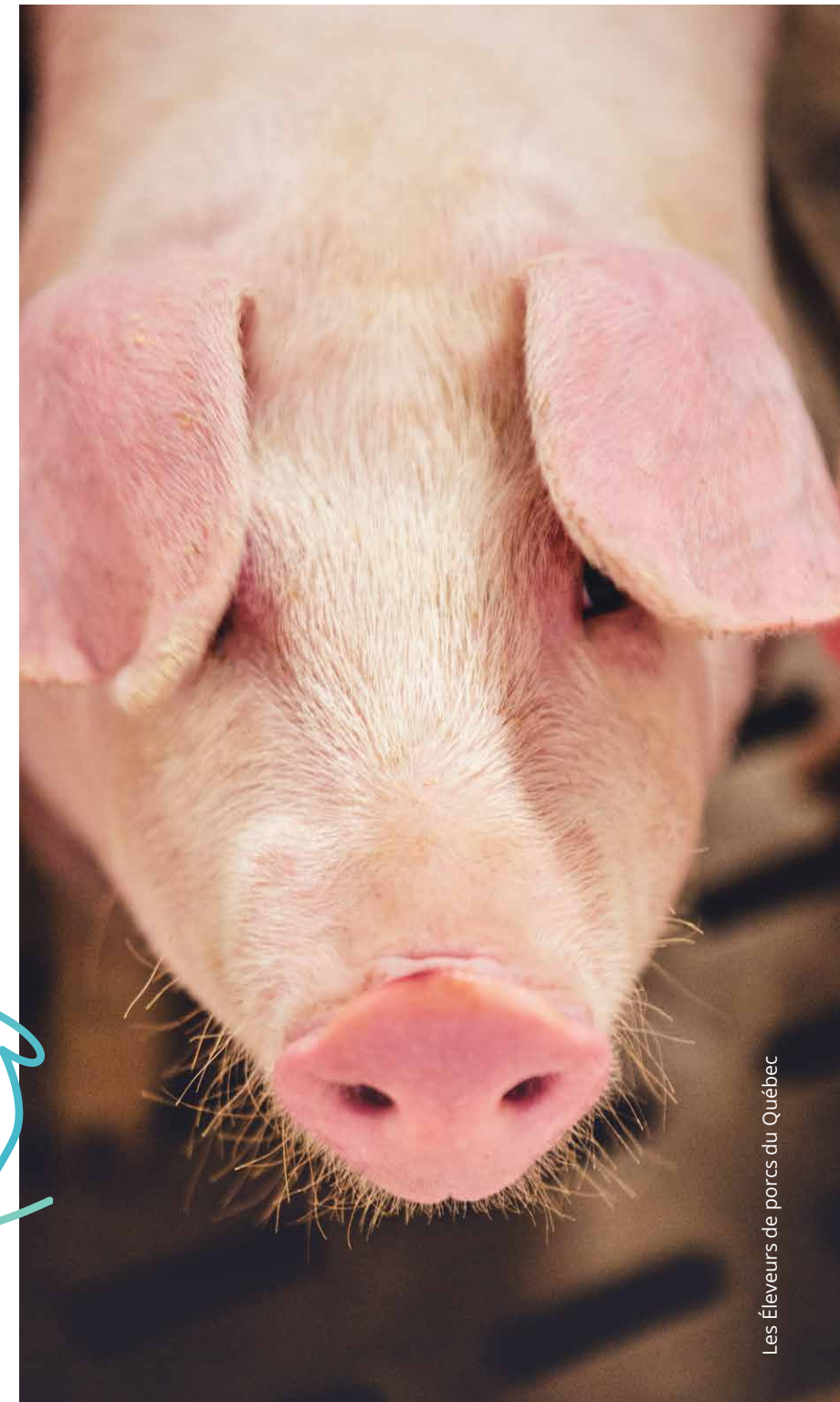
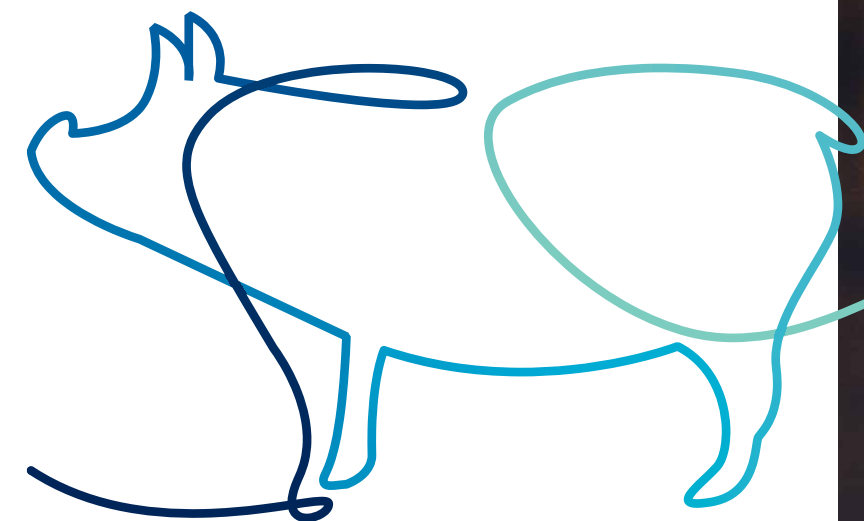
ATTESTRA & CANADIAN PORK EXCELLENCE

Attestra is responsible for the development and maintenance of the Canadian Pork Excellence platform, which includes the continuous improvement to its portal according to the specific needs of each of the PigSAFE, PigCARE and PigTRACE programs (e.g., adding new features).

Attestra is also responsible for the design of a mobile application for on-farm validation agents and the development and adaptation of a modelling and reporting module for the overall data set from the Canadian Pork Excellence national platform.

CANADIAN PORK COUNCIL (CONSULTING SERVICES)

Attestra and the CPC have been collaborating in the area of traceability in the Canadian pork sector since 2009. The joint work of the two partners' teams has enabled the development of a truly integrated national centre in the service of industry performance. Attestra contributes to this success by designing innovative solutions and offering consulting, support and technical assistance services.



Agricultural Traceability: Highlights

Solutions Adapted to the Needs of the Agricultural Community

VIA Pôle d'expertise en services-conseils agricoles

VIAFERTI (FERTILIZATION SOFTWARE)

VIA Pôle d'expertise turned to Attestra to provide an innovative tool for agro-environmental advisors and technicians in their work with farming operations, particularly in the production of agro-environmental fertilization plans (AEFPs) and tracking the phosphorus balance. The first version of the VIAferti software, which was launched in October 2020, allows advisors to enter data from farming operations into a centralized database, manage numerous reference parameters and produce fertilizer recommendations for producers in the form of a report. Additional features are planned to improve the current application.



Les Producteurs de bovins du Québec

RÉGIVEAU (MOBILE APP)

At the request of the Producteurs de bovins du Québec (PBQ), Attestra has developed the RégiVeau application for herd management. RégiVeau allows producers of milk-fed and grain-fed calves to enter certain management information directly on their smartphones, particularly when they are in the barn. Entry is possible without an Internet connection, and synchronization takes place afterwards when a Wi-Fi network is available.

RégiVeau uses the information entered in the Passeport Veau tool, the mobile app developed in 2018 by Attestra to support Québec veal producers in supplying quality dairy calves.

SUSTAINABLE BEEF (TECHNOLOGY SOLUTION)

As part of an agreement between PBQ and Attestra, features were added to the SimpliTRACE Solution to allow PBQ to validate beef producers' eligibility for the Canadian Roundtable for Sustainable Beef program, which aims to create a supply chain for sustainable and certified Canadian beef.

The project was developed in two phases:

- Phase 1: Creation of a specific module within SimpliTRACE that allows PBQ to manage the list of producers eligible for the program (completed in November 2019);
- Phase 2: Implementation of a web-based service that allows for the exchange of information between SimpliTRACE and PBQ according to an established protocol in order to validate the eligibility of targeted animals for the Sustainable Beef program.



Agricultural Traceability: Highlights

Solutions Adapted to the Needs of the Agricultural Community

Conseil des appellations réservées et des termes valorisants

SERVICE AGREEMENT (TECHNOLOGY SOLUTION)

Attestra and the Conseil des appellations réservées et des termes valorisants (CARTV) have been partners since 2019 through an agreement aimed at enhancing the traceability of agricultural products. They have since entered into a new service agreement in 2021 following a call for tenders to support CARTV's informational infrastructure and website.

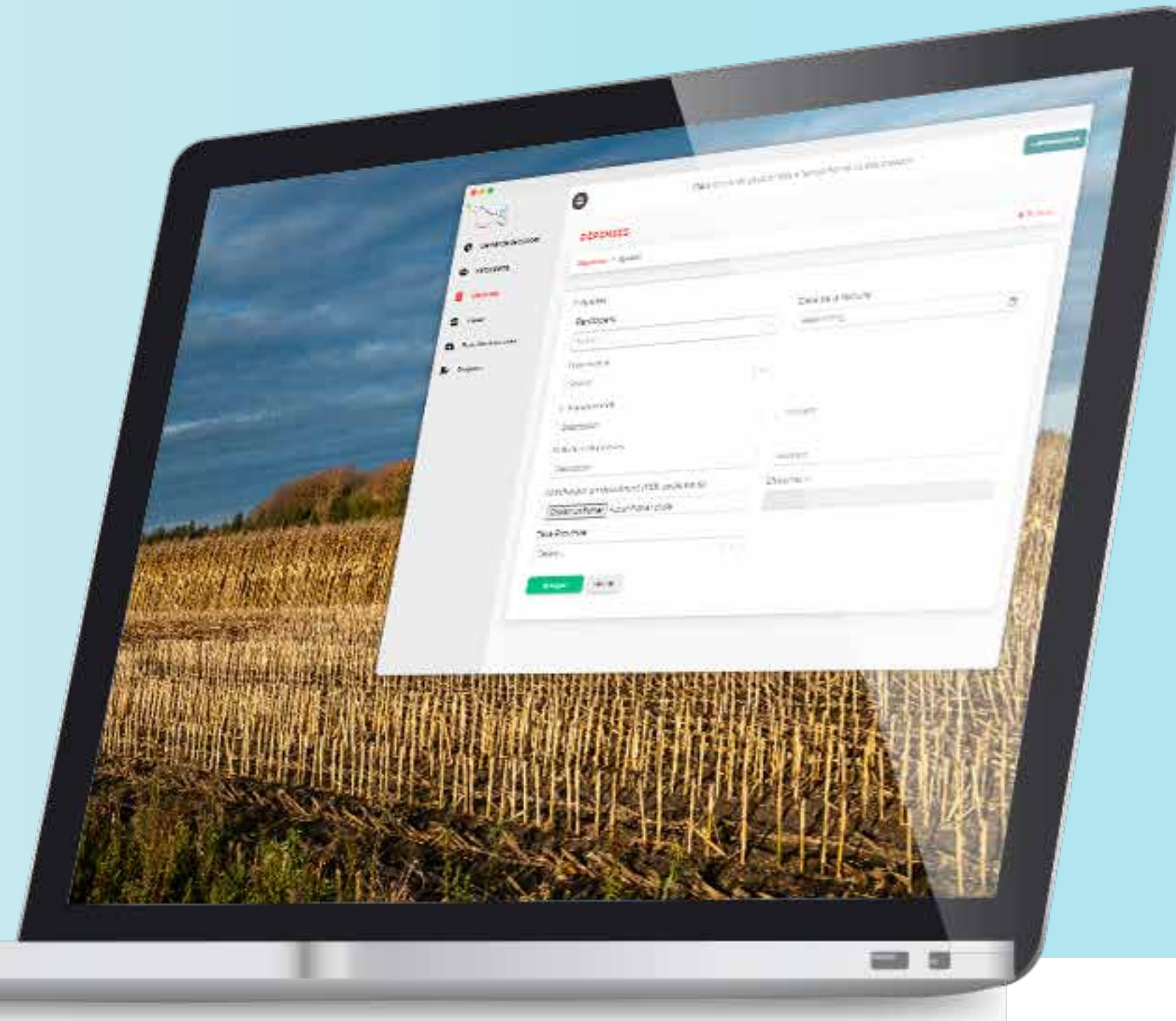
On March 30, 2021, a contract was signed between Attestra and CARTV for the provision of professional services for the development and support of CARTV's informational infrastructure and new structural projects for the reserved designation and value-added claims sector, including security maintenance for their informational facilities.

Conseil pour le développement de l'agriculture du Québec

ADMINISTRATIVE MANAGEMENT (APPLICATION)

The Conseil pour le développement de l'agriculture du Québec (CDAQ) has enlisted the services of Attestra to improve the management of springtime scaring services. The application, designed by Attestra and launched in the spring of 2020, optimizes the process of reimbursing expenses to regional bird scarers by requiring them to fill out a record of expenses and scaring activities.

From now on, the collection of data on scaring, as well as the recording of expenses, will be carried out by the offices of the regional UPA federations and the data will be collated and compiled through the new application.



Traceability & Pet Management

Alatrace: Improved & Simplified Pet Management

An Efficient Response to Regulatory Requirements

Québec municipalities are responsible for the supervision of potentially dangerous dogs (Act P.-38.002).

In response to this new context, the Alatrace pet registry was designed specifically to help all municipalities meet this new obligation. The solution allows for the maintenance of a regulatory compliant registry and includes, among other things, the possibility of integrating life events for an animal such as vaccination status, sterilization, insertion of a microchip, change of owner, biting event, behavioural assessment, etc.

A Partnership Between Attestra & Micropuce Québec

As one component of a partnership agreement, Attestra and Micropuce Québec are combining their 100% Québec-based expertise and efforts to create and administer the Alatrace online registry. For more than ten years, Micropuce Québec has developed a unique expertise in municipal pet management. The organization and its division, ECA (Education – Counselling – Accompaniment), guides municipalities towards a more efficient, benevolent and profitable management of pets within their territory.



Traceability & Pet Management

Alatrace: Improved & Simplified Pet Management

Practical Features, Easy to Use

The Alatrace registry is available in French and English and allows for flexible control of data access management, as well as several options for settings.

With its expertise and knowledge of issues specific to the pet sector, Micropuce Québec provides strategic and technical support to municipalities or organizations in charge of municipal pet management as well as acting as a consultant.

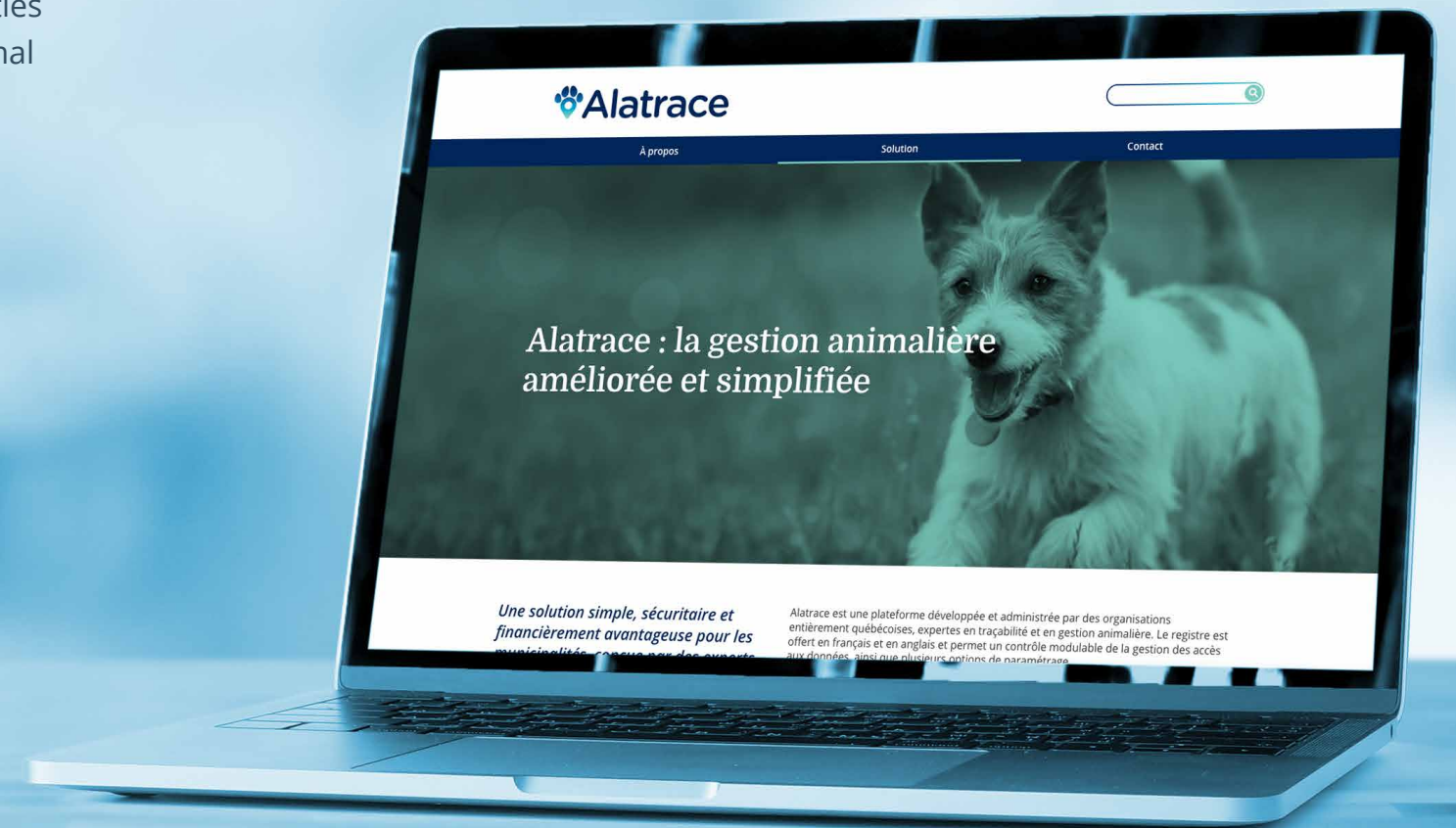
For its part, Attestra enables the implementation of current best practices in pet management as well as harmonization between the administration of the registry and the deployment of services to citizens on the ground.

A Microchip Insertion Subsidy Program for Municipalities

Micropuce Québec offers a program to support municipalities in the implementation of animal identification by using microchips (AMIA). The AMIA program has two main objectives: to make low-cost microchip insertion accessible to citizens and to promote the implementation of a single provincial registry for dogs and cats.

The AMIA program is intended for all municipalities that wish to comply with the new provincial animal registration requirements and are users of the Alatrace solution.

To find out more on the Alatrace registry: alatrace.org



Traceability of Excavated Contaminated Soils: A New Area of Intervention

Attestra's most recent strategic planning process allowed the organization to expand its areas of intervention to new sectors with unmet traceability needs. Attestra's mission now encompasses a wider range of activities, as evidenced by the project to develop a computerized system to ensure the traceability of excavated contaminated soil.

An Unmet Need in Québec: Monitoring Excavated Contaminated Soils

As part of the 2017-2021 action plan of the Politique de protection des sols et de la réhabilitation des terrains contaminés (Soil Protection and Contaminated Land Rehabilitation Policy), the Ministère de l'Environnement et de la Lutte contre les changements climatiques (MELCC) has developed a draft regulation on the traceability of excavated contaminated soils (draft published in the Gazette officielle du Québec on April 24, 2019).

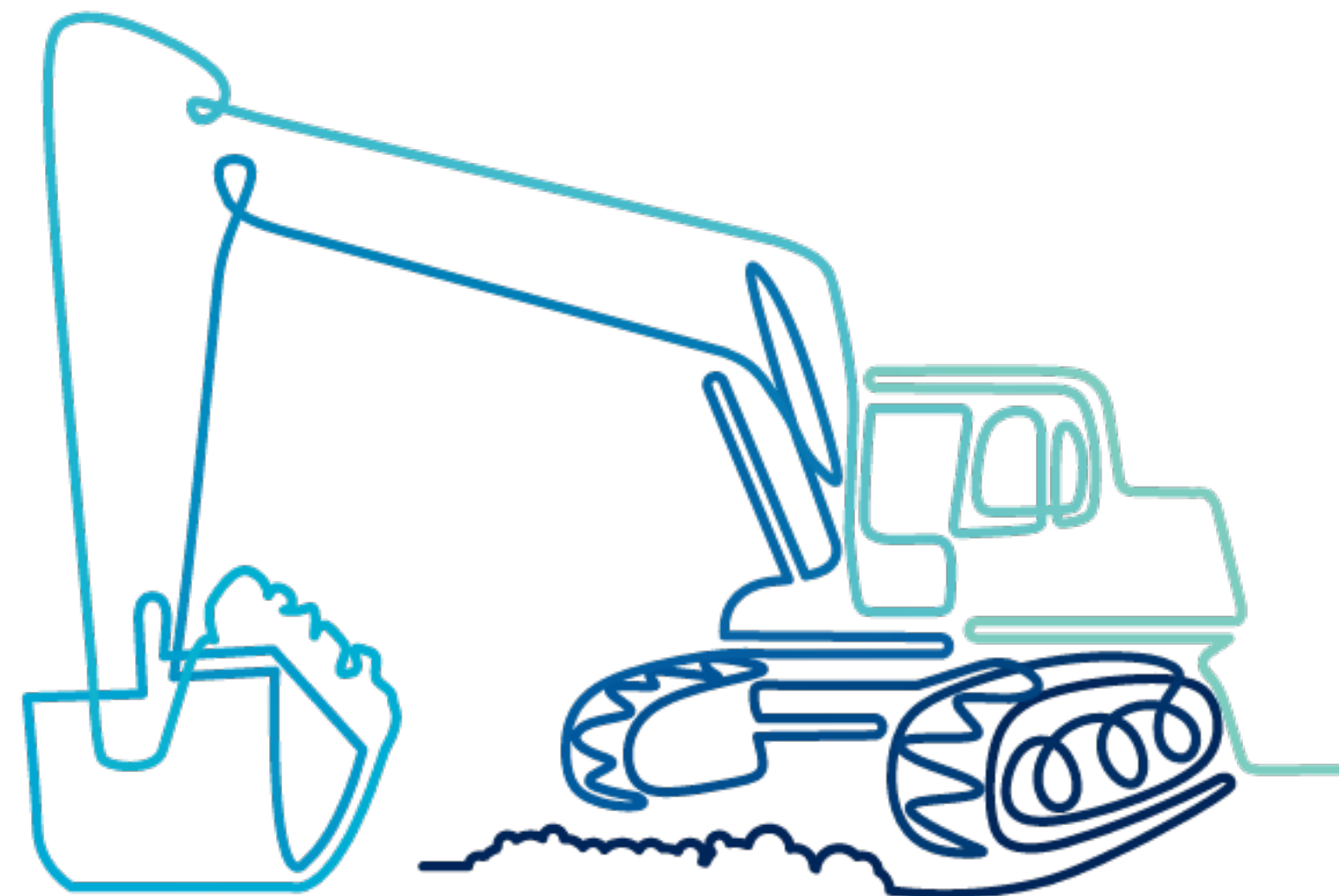
Since the draft regulation requires customer services and the use of a computerized system to meet this traceability requirement, the MELCC turned to Attestra to develop and manage such a system according to the terms of the new regulation, which is expected to come into effect in the fall of 2021.

A Proven IT Solution

The computerized animal identification system developed by Attestra since 2001 for the Québec government has proven its effectiveness, robustness and versatility by ensuring traceability in several agricultural sectors for 20 years. In addition, Attestra has the experience and personnel necessary to adapt this system for the traceability requirements of excavated contaminated soil excavated in Québec.

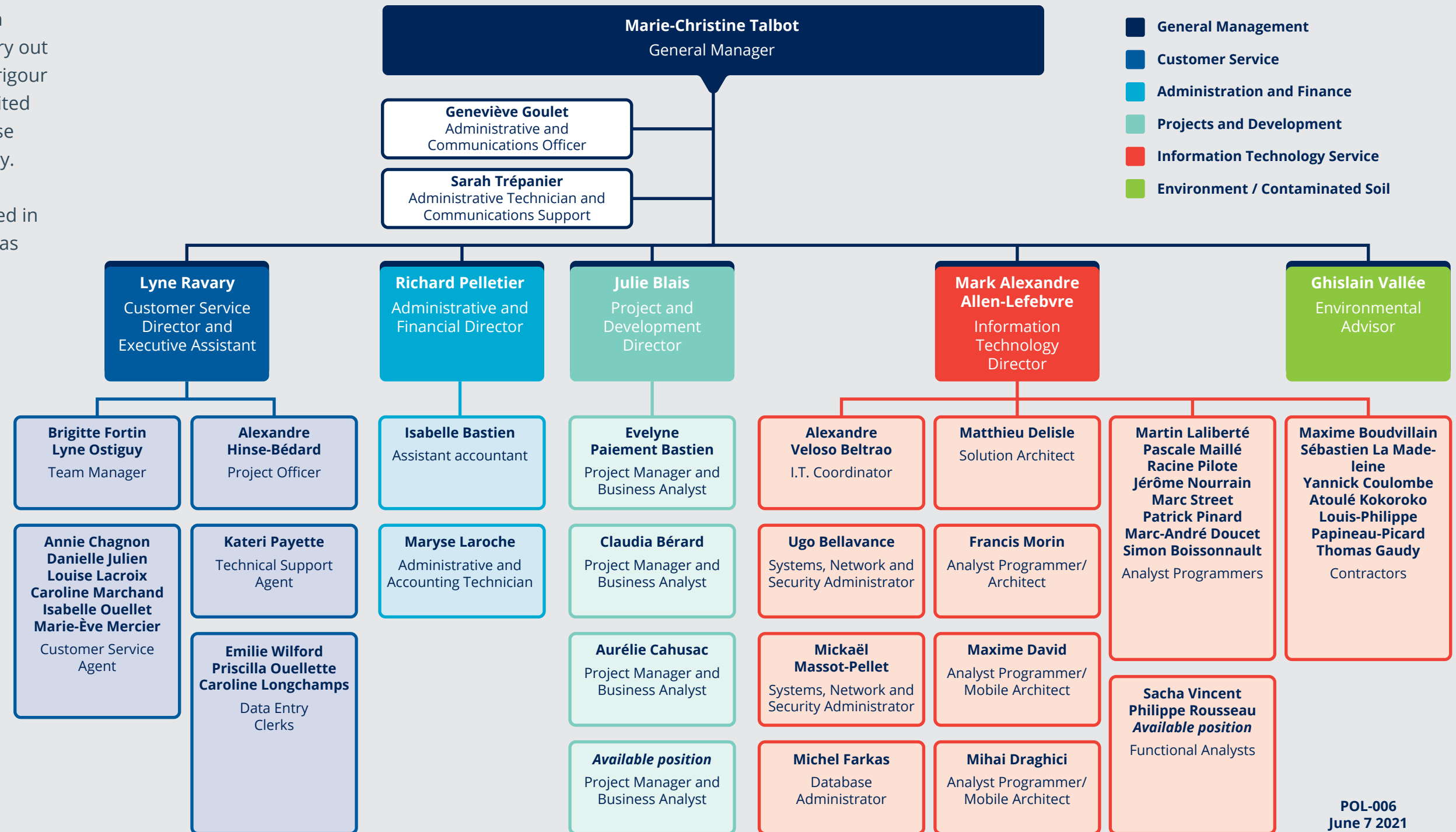
The development of the IT solution will be based on 4 pillars:

- A secure database that can host traceability data for excavated contaminated soils;
- A web application and mobile solutions (Android and iOS);
- Customer service and technical support, trained and ready to respond to the system's users;
- Technical training tools.



Attestra: A Team Dedicated to the Advancement of Traceability

The 2020-2021 year has been rich in projects for Attestra. In order to carry out our many projects with the utmost rigour and professionalism, we have recruited talent from various fields of expertise and our team has grown significantly. Ten permanent employees and two contractual staff members were hired in the past year so that Attestra now has 50 people in its service.



Attestra: A Team Dedicated to the Advancement of Traceability

A Mode of Operation Adapted to the Pandemic

Since March 16, 2020, in order to comply with the health measures put in place due to the pandemic, Attestra has been operating exclusively in teleworking mode. The integration of new staff members was therefore carried out remotely and successfully thanks to our integration plan. The procedure has been well established for several years within the organization in accordance with our ISO certification.

The increased workload, the arrival of new talent and, above all else, the constraints and questions linked to the pandemic, made the last financial year a very demanding period for all the personnel in the organization. Since work-life balance and employee health have always been among the core values of the organization, Attestra is pleased that its employees have been able to benefit from work schedules adapted to their new realities.

Board of Directors

Attestra's Board of Directors is composed 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).

Mr. Martin Caron

President

Mrs. Sonia Simard

Vice-President

Mr. Serge Beaulieu

Third Executive Member

Mr. James Allen

Director

Mr. Pierre Lessard

Director

Mr. Norman Houle

Director

Available position

Director

Mr. Gino Lévesque

Observer



Events & Meetings

Although there was less shine in terms of events over the past year, the Attestra team participated in various enriching activities such as exchange meetings with its partners, discussions with MAPAQ, MELCC, the Canadian Food Inspection Agency and various industry representatives.

Here are some of the events in which we participated in 2020-2021:

1ST & 2ND QUARTERS

Extraordinary meetings COVID-19 UPA
Web conference

30 April & 18 August

Presentation by Jeff Clark from CPC:
Traceability in service of the pork sector
Webinar

12 June

NIDMAC committee | CFIA
Web conference

27 August

3RD & 4TH QUARTERS

Meeting of partners | Québec Animal
Health & Welfare Strategy
Web conference

22 October

Presentation of traceability system
to Lactanet agents in the field
Webinar

20 & 30 November

Unveiling of Attestra's new
brand image to employees
Web conference

26 November

Official launch of Attestra's new brand
image and new website goes online
Website, press release & newswire
distribution

2 December

Meeting with the Conseil des entreprises
en technologies environnementales du
Québec (CETEQ)

Web meeting

3 March

Discussion & organization of work with
affiliated and related working groups
and the UPA

Web conference

16 March

CFIA Traceability Implementation
Committee (RIC) meeting
Web meeting

24 March

Acknowledgements

We 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 collaboration and support, as well as all the partners, producers and industry stakeholders who have contributed to the advancement of traceability in Québec. We would also like to thank all of our partners in other sectors of activity who have participated in Attestra's growth.

