

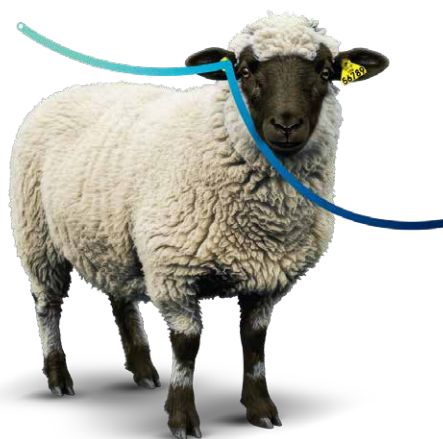


**Activity
Report
2024 | 2025**

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Message from the President and General Manager

It is gratifying to close the past year by noting that activities have unfolded as planned, on solid organizational and financial foundations, and with a maturity that has made it possible to tackle important governance issues. These initiatives, together with our development and continuous improvement programs, are fully in line with our 2023-2026 strategic plan.

As part of the strategic plan's objective of promoting modern, substantive governance, the review of strategic governance issues, and more specifically the general by-laws, was a key annual priority. In consultation with its partners, the organization reviewed the composition and structure of its membership with a view to eventually include a representative from the Ministère de l'Environnement, de la Lutte contre les changements climatiques, de la Faune et des Parcs (MELCCFP). It also conducted a review of the size, composition and skills of the Board of Directors. This exercise validated the quality of the skills' profiles of our directors, while highlighting the excellence of the personal relations within the Board, a reflection of all levels of the organization.

With this in mind, and in line with our objective of sound risk management, an exercise to support and train the organization's key personnel has enabled us to consolidate the efforts of recent years by setting up a risk register, as recommended by best practice.

On the other hand, the development of IT solutions remained at the heart of Attestra's activities. Over the course of the year, each of the departments was fully committed to enabling the organization to carry out its regulatory mandates with the Ministère de l'Agriculture, des Pêcheries et de l'Alimentation du Québec (MAPAQ) and the MELCCFP. The managers worked closely with partners to

maintain and improve the quality and security of the data under our responsibility, while ensuring that their strategic input was valued. In addition, each team has contributed its expertise to optimizing organizational practices with a view to continuous improvement.

On the operational front, the interruption to the postal service caused by the strike at Canada Post caused some disruption during the last financial year. To limit the effects of this, alternative solutions were put in place to guarantee the delivery of identifiers. This was made possible thanks to the experience of our Customer Service department, as well as the cooperation of suppliers and producers. Indeed, the producers were able to adapt with great flexibility, even taking on the role of 'delivery man' at certain times. Thank you to everyone for your efforts in dealing with a situation that was beyond our control.

In closing, we would like to express our sincere gratitude to our directors for their constant leadership and commitment, and to our employees for their valuable contribution and dedication on a daily basis. Together, you have played an essential role in the success of our organization in helping to achieve our objectives.

Paul Doyon
President

Marie Christine Talbot
General Manager

Overview of key data and statistics

Analyzing the scope of customer support services

Two complementary teams, Customer Service (CS) and Technical Support (TS), worked closely together throughout the year to ensure optimum service and ensure precision and accuracy for the data collected. Over the past 12 months, our agents have handled more than **67,000** calls and requests for assistance from SimpliTRACE and Traces Québec users!

From April 1, 2024 to March 31, 2025

Number of calls – Customer Service	Number of requests processed – Technical Support
52,137	15,398

Improved management of support requests

To improve the efficiency and tracking of support requests, Attestra recently deployed a new **online portal** for managing these requests, replacing email. Thanks to the mobilization of the IT, customer service, technical support and communications teams, the transition to this more structured and collaborative approach has been a great success!

Every 24 months, we validate our users' satisfaction with our services, tools and communications using online surveys. These are essential so that customers can express their expectations and enable us to better understand their needs in order to improve our practices.

2024 surveys

SimpliTRACE

Customer support services handled **34,233** incoming and **13,628** outgoing calls in the last financial year

- 100% satisfaction with the welcome by and courtesy of the staff
- 97.79% satisfied with short waiting times
- 99.26% satisfaction with support and information

Traces Québec

Customer support services handled **4,157** incoming and **119** outgoing calls in the last financial year

- 91.43% satisfaction rate with the welcome by and courtesy of the staff
- 85.72% satisfied with short waiting times
- 82.86% satisfaction with support and information

Measuring traceability using SimpliTRACE data

- **One** overall objective: To ensure the traceability of bovine, ovine and cervid species in order to protect human health, animal health and food safety.
- **Two** success factors: Collaboration between producers and stakeholders, and Attestra's commitment.
- **Three** pillars of traceability: Premises identification, animal identification and animal movements.

SimpliTRACE by the numbers:

3 platforms:

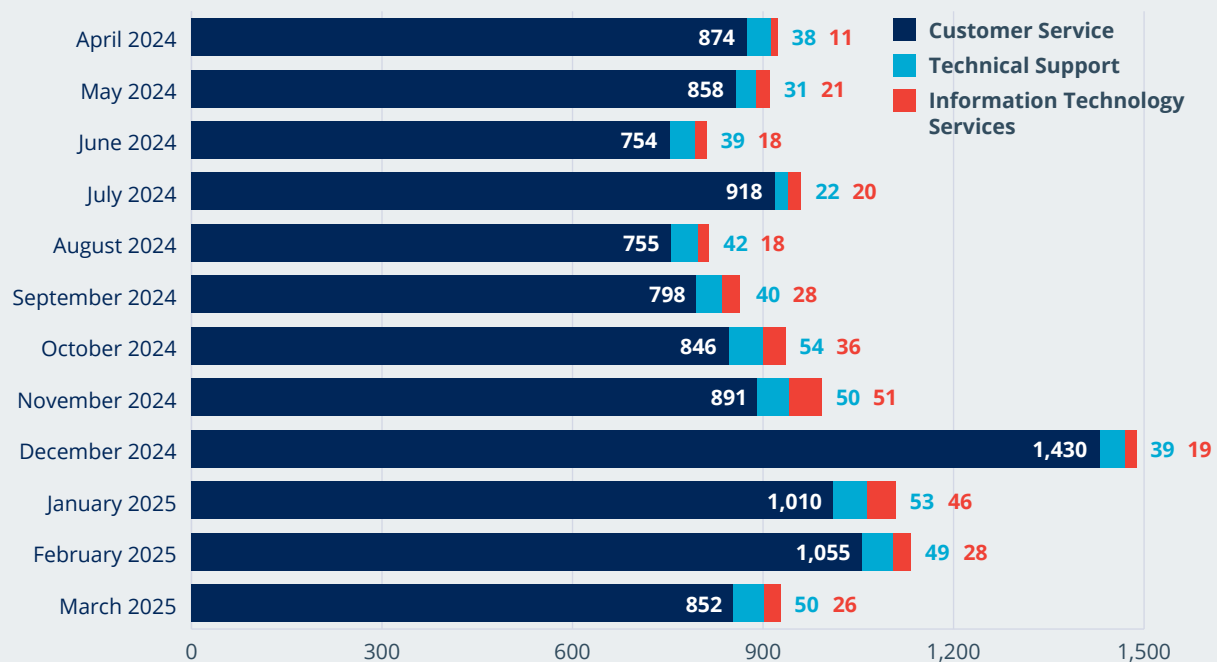
SimpliTRACE, SimpliTRACE Express and SimpliTRACE Mobile

2 leading partners:

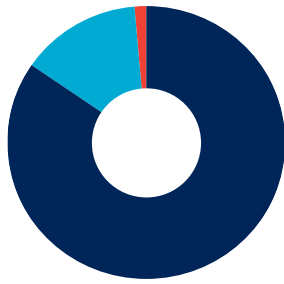


SimpliTRACE: Service or technical support requests

REQUESTS PROCESSED MONTHLY IN 2024-2025

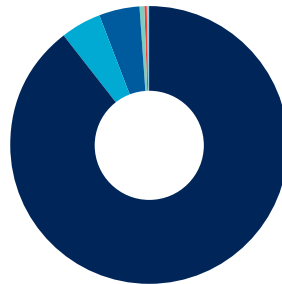


NUMBER OF ACTIVE PREMISES BY REGULATED SPECIES, AS OF MARCH 31, 2025



Species	Number of active premises
• Bovine	13,535
• Ovine	2,236
• Cervid	211

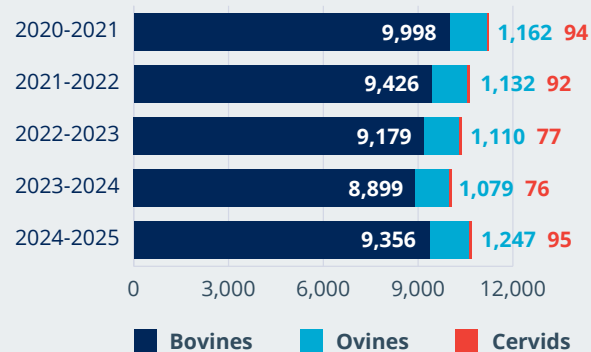
NUMBER OF PREMISES REGISTERED ON THE QUÉBEC PREMISES IDENTIFICATION PORTAL, AS OF MARCH 31, 2025



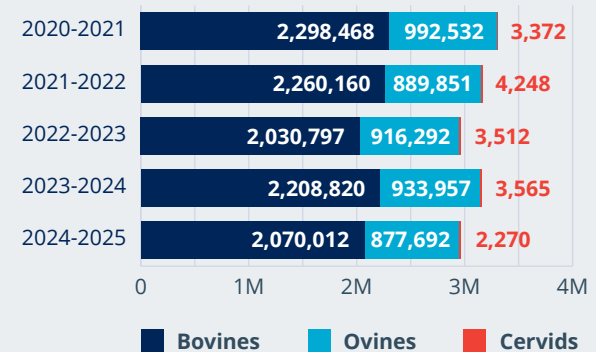
Species	Premises numbers generated
• Bovine	27,439
• Ovine	1,478
• Pork	1,439
• Goat	167
• Cervid	115
• Bison	21

Our teams provide rigorous support to stakeholders to ensure compliance with traceability requirements.

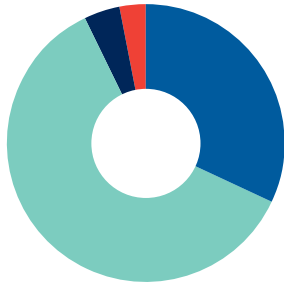
NUMBER OF ACTIVE PRODUCERS & STAKEHOLDERS



NUMBER OF DECLARATIONS TRANSMITTED BY PRODUCERS & STAKEHOLDERS

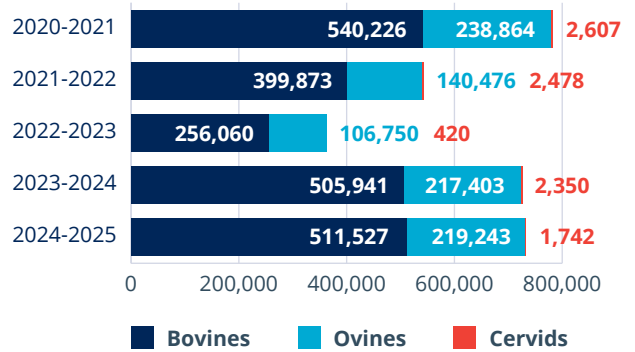


ORIGIN OF DECLARATIONS IN THE ANIMAL IDENTIFICATION DATABASE



• Telephone or fax (CS)	32%
• SimpliTRACE (extranet)	61%
• SimpliTRACE Mobile iOS	4%
• SimpliTRACE Mobile Android	3%

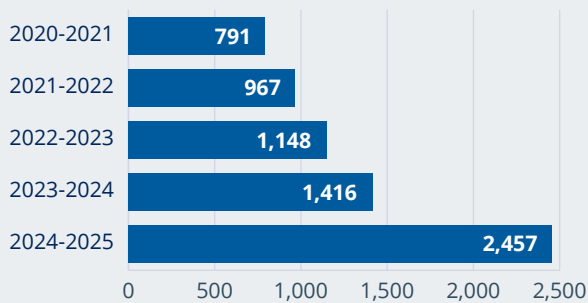
NUMBER OF IDENTIFIERS ORDERED & DELIVERED, BY PRODUCTION



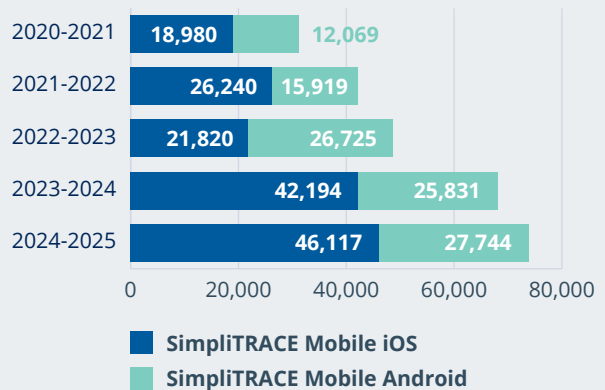
Our Québec traceability system helps the agri-food sector to manage its operations and preserve its reputation for quality.

SimpliTRACE Mobile

NUMBER OF USERS WHO DECLARED VIA SIMPLITRACE MOBILE (IOS AND ANDROID)



NUMBER OF DECLARATIONS MADE VIA SIMPLITRACE MOBILE (IOS AND ANDROID)



Monitoring changes in Traces Québec data

- **One** main objective: To ensure the traceability of excavated contaminated soil in order to limit and control contamination.
- **Two** partners: The MELCCFP, responsible for regulatory application, and Attestra, manager of the Traces Québec system.
- **Three** years at work: The Traces Québec solution has been operational beginning on September 22, 2021.

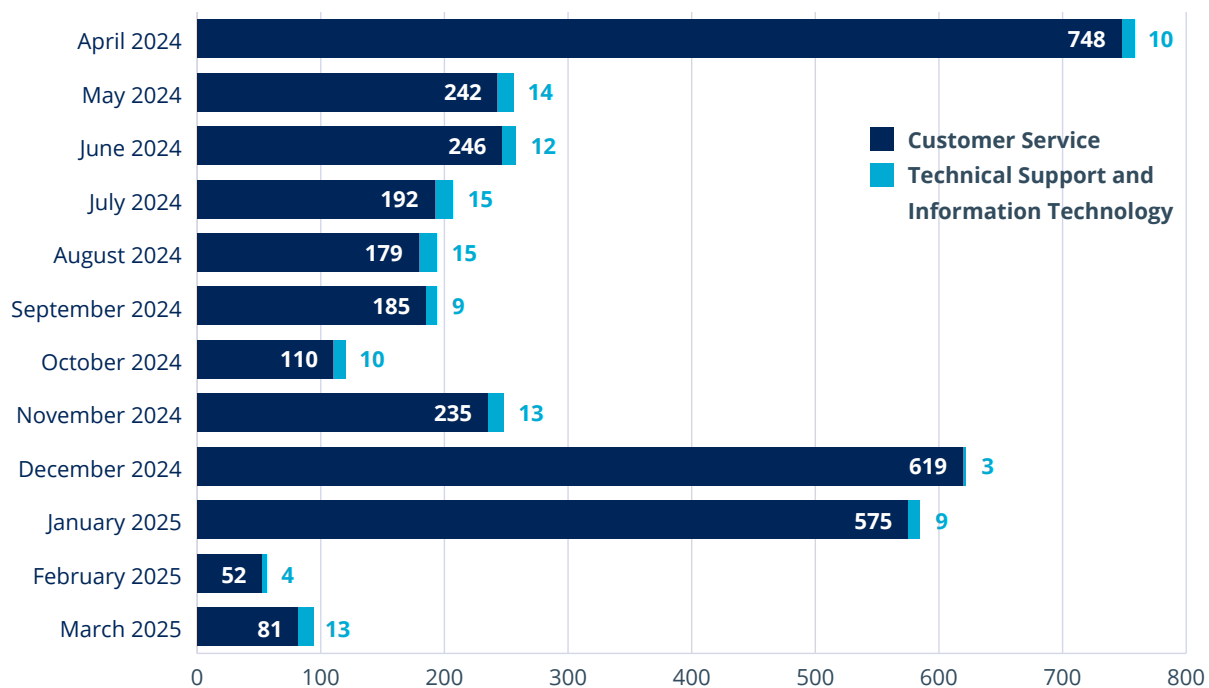
Traces Québec by the numbers:

3 platforms:

Traces Québec - Web Portal,
Traces Québec Mobile and
Traces Québec Transport



Traces Québec: Service or technical support requests REQUESTS PROCESSED MONTHLY IN 2024-2025



Traces Québec usage statistics

NUMBER OF PARTICIPANTS BY ACCOUNT TYPE AND ACTIVE REGISTERED USERS, AS OF MARCH 31, 2025

Account types	
Receiving sites	194
Certifiers	461
Stakeholders	1,708
Owners	4,522
Transporters	5,455
Number of registered users	
Registered users	27,689

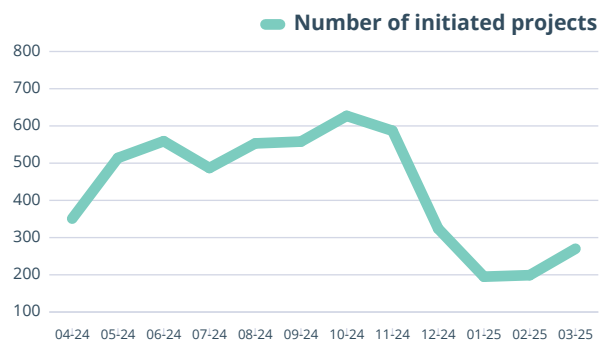
NUMBER OF RECEIVING SITES, AS OF MARCH 31, 2025

Number of receiving sites	
Total outside Québec	7
Total Québec	311
Types of receiving sites in Québec	
Contaminated soil disposal site (LESC)	5
Contaminated soil reclamation site without statutory deed	12
Contaminated soil treatment centre	32
Contaminated soil disposal and reclamation site (REIMR + mine tailings)*	48
Contaminated soil reclamation site with statutory deed	74
Contaminated soil storage site	140

* [Regulation respecting the landfilling and incineration of residual materials](#)

From April 1, 2024 to March 31, 2025, Traces Québec tracked **8,719,753** tonnes of contaminated soil from its original location, as well as **1,672,514** tonnes of contaminated soil during soil movements.

NUMBER OF INITIATED PROJECTS IN TRACES QUÉBEC



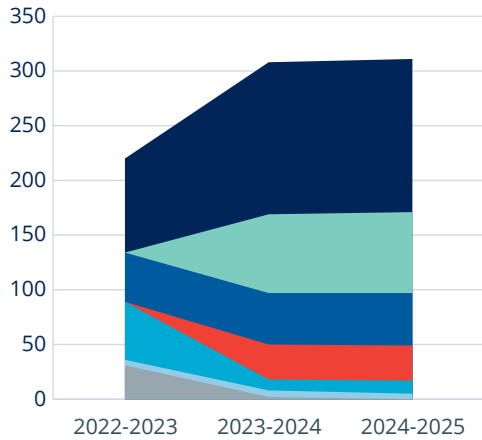
Types of projects in Traces Québec

Standard: Project involving the excavation of contaminated soil on the original site, as defined by the [Regulation](#).

Linear infrastructure: Project resulting from the construction, demolition, modification, or dismantling of infrastructures covered under Article 4 of the [Regulation](#).

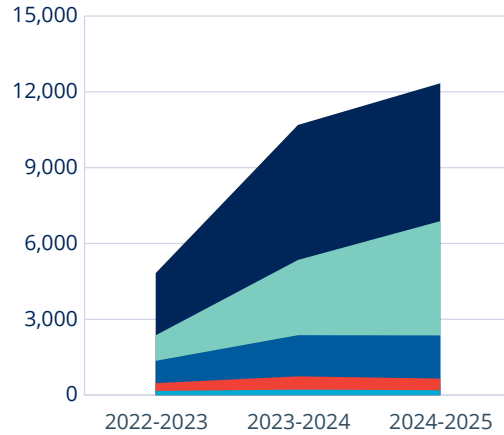
Accidental discharge: Project resulting from the accidental discharge of a hazardous material, leading to soil contamination and requiring excavation and off-site transport.

EVOLUTION OF QUÉBEC RECEIVING SITES BY TYPE, AS OF MARCH 31 EACH YEAR



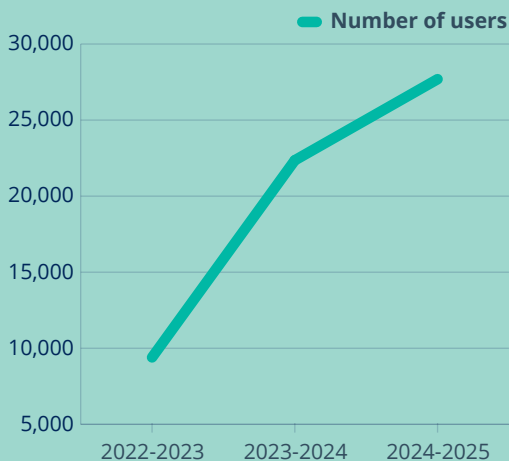
- Contaminated soil storage site
- Contaminated soil reclamation site with statutory deed
- Contaminated soil disposal and reclamation site
- Contaminated soil treatment centre
- Contaminated soil reclamation sites without statutory deed
- Contaminated soil disposal sites (LESC)
- Transfer centre

EVOLUTION OF THE NUMBER OF ACCOUNTS BY TYPE, AS OF MARCH 31 EACH YEAR



- Transporters
- Owners
- Stakeholders
- Certifiers
- Receiving sites

EVOLUTION OF THE NUMBER OF REGISTERED USERS, AS OF MARCH 31 EACH YEAR



Since January 1, 2023, the use of the Traces Québec system has been mandatory for the traceability of all contaminated soil excavated and transported off the original site, in accordance with the [Regulation](#).



At the heart of communication and training tools

Encouraging engagement through personalized support

In accordance with our regulatory mandates, Attestra provides ongoing support to users, offering them all the information they require to make the most of our technological solutions. Our tools are regularly updated to meet the needs of our partners and stakeholders. With targeted and varied communications - newsletters, press releases, guides, tutorials, training, newsletters, etc. - support becomes the driving force behind the commitment and autonomy of all users.



SimpliTRACE Webinar

On December 5, 2024, a webinar was organized for slaughter and feeder cattle producers to present the features of SimpliTRACE and help them manage their inventory.

Complementary projects at a glance

Making the most of expertise and data

Artificial intelligence for traceability

Animal traceability, based on reliable and accurate data, is crucial to managing health events and protecting the health of livestock and the Canadian population. To improve the quality of traceability data, Attestra launched a project in autumn 2024 using artificial intelligence (AI) to develop models for detecting anomalies, predicting certain events and designing decision-support tools for data management, crisis situations, communication

and enhancing the value of traceability. As a strategic partner, Lactanet is contributing to the project by helping to validate the algorithms on Canadian dairy data.

This project has been made possible thanks to the financial support of the AgriAssurance Program as part of the Sustainable Canadian Agricultural Partnership, a federal, provincial and territorial initiative.



AntibiotiQC

Monitoring the use of antibiotics and bacterial resistance is essential to guide public policies against antibiotic resistance in animal health. That's why MAPAQ commissioned Attestra to develop and manage AntibiotiQC, a platform for monitoring antibiotics in animal health in Québec. Since January 2024, this platform has enabled holders of permits for medicinal premixes and medicinal foods to transmit their sales and supply records, in accordance with the regulations in force.

With financial support from MAPAQ, Attestra has also set up a financial assistance program enabling **41 licence holders**, between **August 14, 2023** and **March 28, 2025**, to adapt their IT systems to comply with *regulatory* obligations.



Alatrace, version 2.0

The needs of municipalities and organizations responsible for animal management are changing. In January 2025, Attestra therefore launched an overhaul of the platform, which will include the development of a multi-city solution that meets the expectations of towns and animal services, such as SPAs, which are already clients.



Overview of ongoing improvements:

- Compliance with the applicable [Regulation](#);
- Citizen-friendly mobile platform;
- Multi-city platform with centralized access to data from several cities for shelters and SPAs;
- New options for managing user rights and settings for administrators.

The Alatrace platform is used by 17 municipalities and lists more than 14,000 animals.

Our Canadian partners

On the Canadian scene, Attestra is continuing its support role by developing its traceability solutions for the bovine, dairy and pork sectors.

DairyTrace

The Attestra and Lactanet teams are working together to improve the DairyTrace platform and better meet users' needs.



PigTRACE

Attestra is supporting the Canadian Pork Council in its transition to a cloud-based platform, offering support and maintenance services to ensure the stability and ongoing development of the IT solution.



An overview of a productive collaboration



Board of Directors

Paul Doyon
President

Sonia Simard
1st Vice-president

Norman Houle
2nd Vice-president

Stéphane Alary
Director

Pascal Forest
Director

Maurice Lamontagne
Director

Jimmy Lapointe
Director

We would like to express our sincere gratitude to all our partners for their loyal and committed support over the past year. Their invaluable collaboration has greatly contributed to the success of our projects and the achievement of our shared objectives. Our special thanks go to the Ministère de l'Agriculture, des Pêcheries et de l'Alimentation (MAPAQ), the Ministère de l'Environnement, de la Lutte contre les changements climatiques, de la Faune et des Parcs (MELCCFP) and Agriculture and Agri-Food Canada (AAFC) for their support - financial, logistical and operational. Their continued trust is essential to our mission.

We would also like to salute the collaboration of producers and industry stakeholders, as well as the exceptional work of our team, whose expertise, dedication and professionalism have been the cornerstones on which the impressive accomplishments during the 2024-2025 financial year have been built.