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# A Word from the President and Deputy General Manager



**It is with a deep sense of responsibility that we begin our respective roles at Attestra, as we all come together to mark the organization’s 25th anniversary.**

Since its creation, Attestra has established itself as a leading provider of trusted traceability solutions. The progress made over the last twenty-five years is a testament to the constant commitment of everyone involved: teams, directors, and partners. This collective success is a source of pride for our entire organization and for the stakeholders who contribute to its mission.

From the moment we arrived, one thing quickly became clear: the past year has been pivotal for our organization. In a rapidly changing environment, we have pursued our strategic objectives with rigour and ambition. The progress made—whether in strengthening our partnerships, optimizing our solutions, or accelerating key projects—demonstrates our ability to anticipate the needs of our sector and respond to them effectively.

These results are the fruit of strong leadership and remarkable collective commitment. In this regard, on behalf of Attestra, we would like to express our deep gratitude to Marie Christine Talbot for her exceptional contribution over the years. Her vision, her steadfastness and her strategic acumen have largely shaped the organization as we know it today.

We are now embarking on a new chapter, supported by a strong, competent, and inspiring team. The upcoming strategic planning process, which will engage all our stakeholders over the coming months, will provide an opportunity to collectively define the priorities that will guide our development, to build on our achievements and pave the way for future successes.

Thanks to this smooth transition in leadership and the strength of our sustained commitment, we will continue to move forward with determination and enthusiasm, ensuring that our community continues to benefit from Attestra’s expertise.

**Julien Pagé**  
President

**Philippe Guérineau**  
Deputy General Manager

# A Message from the General Manager

## 2001: A Traceability Odyssey

**Where were you at the dawn of the 21st Century? The Y2K bug, which ultimately proved harmless, gave way to the rise of the internet, whilst emerging platforms such as Facebook began to transform the way we communicate. The start of the century was brimming with innovations and technological milestones, heralding an era of rapid change.**

On September 25, 2001, Agri-Traçabilité Québec (ATQ) was founded. A true pioneer of this era of innovation, ATQ—now Attestra—led the way by opting for a fully electronic traceability system. The successive global health crises of the late 1990s, including ‘mad cow disease’ in Europe, foot-and-mouth disease in Asia, swine fever in the Netherlands, and then avian influenza in the United States, convinced producers and the Québec government to put measures in place to limit the impacts and economic losses, whilst protecting livestock and markets.

Of course, implementing traceability was no easy task, and it would be difficult to summarize in just a few lines the progress made over the last 25 years. That is why I would invite you to consult the timeline included in this report, in which we have captured the key moments of our collective journey.

I cannot emphasize enough how much the success of our achievements has depended on the commitment of everyone involved: the members of our board of directors, who are dedicated, responsible and competent, and an extraordinary team—driven, curious, professional, and resolutely committed to serving our partners and our clients.

Personally, I have had the privilege of contributing to this wonderful journey over the past 14 years. It has been an enriching experience for me, marked by stimulating challenges and numerous achievements, all shared with colleagues whose honesty, respect, openness, and humour have made every day a pleasure. Today, I am stepping down with pride, but also with a heavy heart. I am leaving, however, with peace of mind as Attestra is moving forward on a solid foundation, with a clear vision, and with the certainty that the next generation, led by my successor Philippe Guérineau, among others, will continue to grow our organization with energy, commitment, and confidence.

Thank you for all these wonderful years!

**Marie Christine Talbot**

General Manager



# Continuous Progress and Tangible Results

## A landmark year...

Over the past year, Attestra has made several significant strides in collaboration with its key partners, the Ministère de l'Agriculture, des Pêcheries et de l'Alimentation (MAPAQ) and the Ministère de l'Environnement, de la Lutte contre les changements climatiques, de la Faune et des Parcs (MELCCFP). Work has continued with a view to renewing the management agreement for the livestock traceability system and the contract for the management and improvement of the traceability system for excavated contaminated soils. At the same time, efforts also focused on transforming our technological infrastructure, as well as planning and launching the activities surrounding our 25th anniversary.

## ... bringing renewed confidence

The team at Attestra is proud to have been commissioned by MELCCFP to develop and manage a new traceability module for residual hazardous materials (RHM), modelled on the mechanism already in place for contaminated soil through Traces Québec. This addition will, in the long term, enable data to be centralized, facilitate reporting, and ensure comprehensive tracking of residual hazardous materials from the point of production through to their treatment or disposal.

## Livestock traceability

For 25 years, Attestra has been working with MAPAQ to manage the traceability system for bovines, ovines, and cervids in Québec, a partnership that has helped position Québec as a leading player in food safety and hygiene. In 2025–2026, user support was strengthened through optimized tools and enhanced communications. Attestra also continued to improve data quality in collaboration with its partners and advanced the '*Artificial Intelligence for Traceability*' project, carried out with the support of Agriculture and Agri-Food Canada (AAFC).

## Monitoring antibiotics

Over the past year, the AntibiotiQC platform has continued to evolve: modules were improved or added to enable the transmission of certain data as part of the voluntary monitoring component, with the consent of livestock owners. The integration of the sectors involved is progressing gradually, beginning with the pork sector, and will ultimately lead to individual and confidential reports being made available to livestock owners and veterinarians.

From April 1, 2025 to March 31, 2026

Share of transactions reported via the API*	≈ 90%
Reduction in the volume of Technical Support requests	≈ -40%

\*Application Programming Interface

# 25 Years Together:

## Developing, Innovating, Moving Forward

### Traceability of excavated contaminated soil

More than five years ago, MELCCFP commissioned Attestra to develop and manage its IT system for the traceability of excavated contaminated soils. More recently, in addition to the ongoing activities related to the implemented solution, actions concerning Traces Québec have included the continuation of the technical advisory committee, the establishment of a consultation forum aimed at eliminating paper manifests, and ongoing collaboration with partners to support the system's evolution.

### Raising confidence, since 2001

The occasion to take a moment to celebrate *Attestra's 25th anniversary* was a natural one. In the eyes of the whole team, this anniversary represents much more than a symbolic milestone, it offers an opportunity to highlight the strength of our journey and the tangible impact of our actions across each of our sectors of activity. It is also a chance to revisit our achievements and reaffirm the value that traceability brings to them, through our technological solutions and our partnerships.

On the following page, a timeline presents the key moments that have shaped these 25 years and invites us to reflect on the path we travelled with vision and consistency. In the same spirit, we would like to thank our sponsors, whose commitment in this pivotal year demonstrates the importance they place in our mission. Together, we are celebrating 25 years guided by this mutual confidence, which has inspired us from the very beginning.



# Building Engagement, Year After Year

## 1989 to 2000

At the end of the 20th century, a succession of health crises shakes global markets. In Québec, these crises trigger a collective awareness and bring together stakeholders from the agri-food sector around a shared objective: adopting a structured and coordinated approach to livestock traceability.



## 2003 to 2004

In the midst of an unprecedented global health crisis and at a time when technologies are rapidly evolving, the organization demonstrates its ability to adapt, innovate, and gradually expand the scope of its activities.



To view the full interactive version of the timeline, visit [attestra.com/en/25th-anniversary](https://attestra.com/en/25th-anniversary) >



## 2001 to 2002

Emerging from a pivotal collaboration, Agri-Traçabilité Québec (ATQ) takes on a colossal challenge: meeting new regulatory requirements by designing and deploying a bovine identification system capable of complying with the highest international standards.

# Pathways to the Future

## On the move: transformation and ambition

Launched in 2025, Attestra’s cloud transformation initiative is part of a drive to adapt our culture to increasingly advanced processes, whilst benefiting from the provision of on-demand technology and a flexible pay-as-you-go model. It aims to increase the agility, flexibility, scalability, and resilience of our infrastructure, whilst drawing on the specialized expertise of external teams as required.

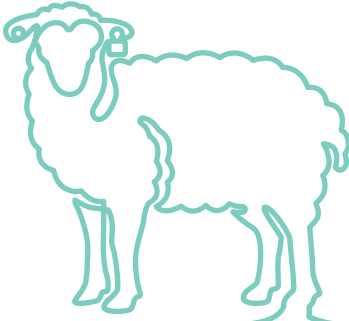
Initially, the analysis of the cloud infrastructure, the acquisition of the necessary skills and the migration of all applications to a cloud provider were completed. This crucial phase, carried out in line with established budgets and quality standards, has notably delivered tangible performance gains, significantly strengthened security, enabled the implementation of an infrastructure capable of ensuring even faster recovery in the event of a failure, whilst simplifying backup validation.

Work will continue until 2030 with the transformation of existing applications, to enable the adoption of cutting-edge technologies.

## Looking ahead: prospects and commitment

Driven by a spirit of collaboration and long-term partnerships, Attestra is firmly convinced that the value of data, when it goes beyond its original scope—namely traceability—is the best lever for generating positive outcomes for all stakeholders. This approach also helps to support production sectors subject to regulatory obligations, with which Attestra works on a daily basis to ensure data quality, the cornerstone of any data utilization initiative.

Several separate initiatives, including Sustainable Beef, the Farm Income Stabilization Insurance (ASRA) program run by La Financière agricole du Québec (FADQ), the monitoring of antibiotic use in animal health, and the Ministerial initiative to limit the impacts of the severe weather events in Abitibi in 2023, provide concrete examples of the use of data from livestock inventories and production premises. Considered a priority in the context of the upcoming strategic planning process, this direction will lead Attestra to devote a significant portion of its efforts, over the coming years, to an approach focused on ‘return on investment’ and on supporting its partners, in order to strengthen their capacity to use and benefit from these programs.



# Key Indicators and Highlights

By combining their strengths, the teams in charge of our customer services provide ongoing support to users. This year, for SimpliTRACE and Traces Québec, more than **45,000** calls and support requests were handled by Customer Service and Technical Support.

## SimpliTRACE

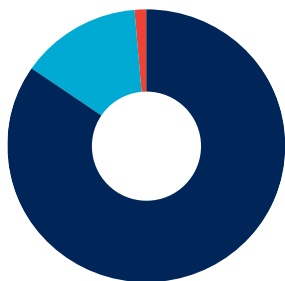
For 25 years, Attestra has been developing, implementing, and managing Québec's livestock traceability system, supporting stakeholders in the agricultural sector with their daily obligations.

### SERVICE OR TECHNICAL SUPPORT REQUESTS

Requests processed from April 1, 2025 to March 31, 2026

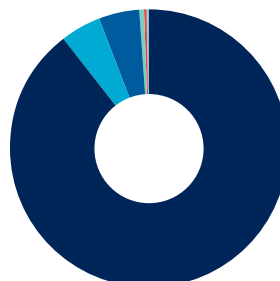
Level 1 (Customer Service)	5,186
Level 2 (Technical Support)	397
Level 3 (IT Services)	293

NUMBER OF ACTIVE PREMISES BY REGULATED SPECIES, AS OF MARCH 31, 2026



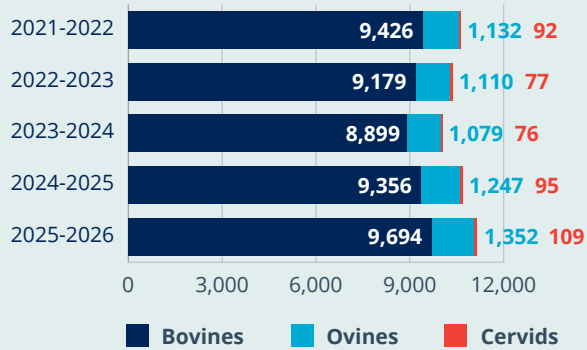
Species	Number of active premises
• Bovine	12,601
• Ovine	2,095
• Cervid	206

NUMBER OF PREMISES REGISTERED ON THE QUÉBEC PREMISES IDENTIFICATION PORTAL, AS OF MARCH 31, 2026

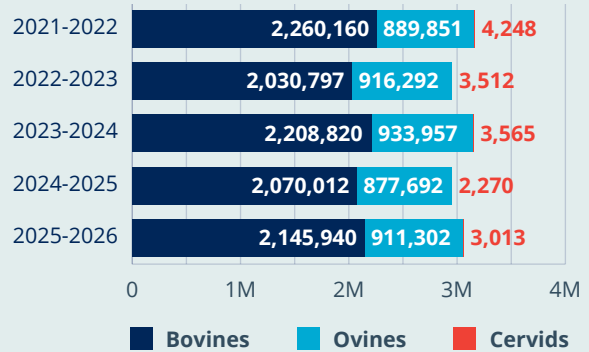


Species	Premises numbers generated
• Bovine	27,439
• Ovine	1,478
• Pork	1,439
• Goat	167
• Cervid	115
• Bison	21

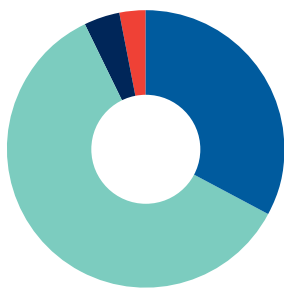
### NUMBER OF ACTIVE PRODUCERS & STAKEHOLDERS



### NUMBER OF DECLARATIONS TRANSMITTED BY PRODUCERS AND STAKEHOLDERS

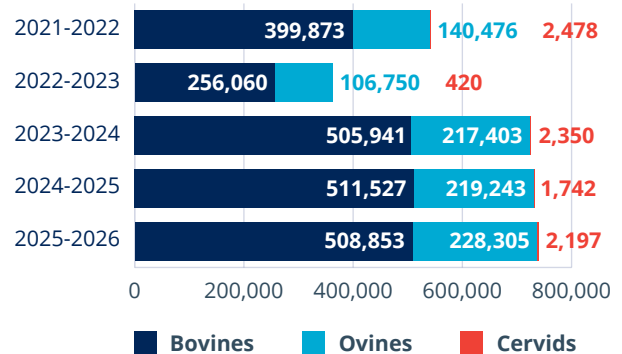


### ORIGIN OF DECLARATIONS MADE BY PRODUCERS INTO THE DATABASE



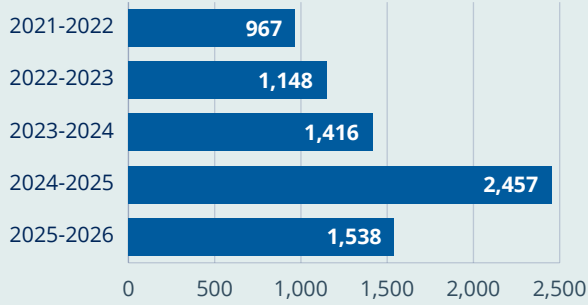
• Telephone or fax (CS)	33%
• SimpliTRACE (extranet)	60%
• SimpliTRACE Mobile (iOS)	4%
• SimpliTRACE Mobile (Android)	3%

### NUMBER OF IDENTIFIERS ORDERED & DELIVERED, BY PRODUCTION

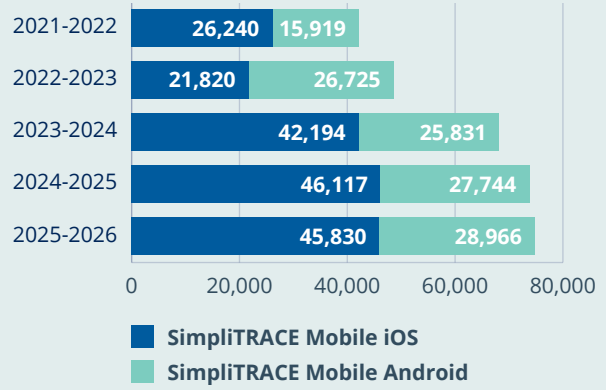


## SimpliTRACE Mobile

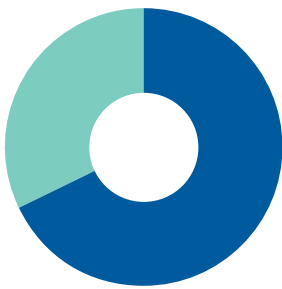
NUMBER OF USERS WHO DECLARED VIA SIMPLITRACE MOBILE (IOS AND ANDROID)



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



NUMBER OF NEW SIMPLITRACE MOBILE INSTALLATIONS (IOS AND ANDROID), FROM APRIL 1, 2025 TO MARCH 31, 2026



• SimpliTRACE Mobile (iOS)	453
• SimpliTRACE Mobile (Android)	209



## Traces Québec

Since 2021, Traces Québec has enabled the tracking of contaminated soil from its site of origin to its final destination.



### SERVICE OR TECHNICAL SUPPORT REQUESTS

Requests processed from April 1, 2025 to March 31, 2026

Level 1 (Customer Service)	1,128
Level 2 (Technical support and IT services)	308

### NUMBER OF RECEIVING SITES, AS OF MARCH 31, 2026

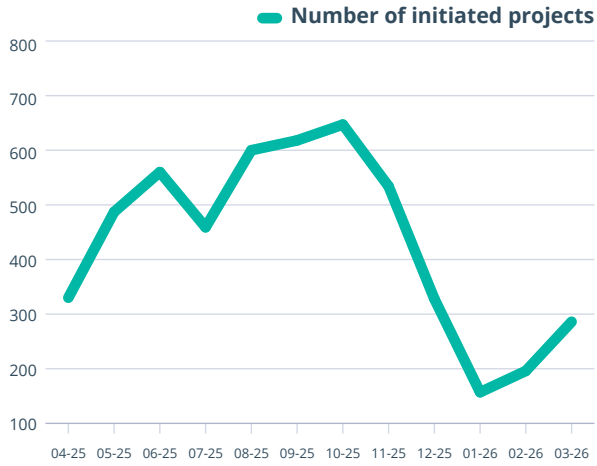
Number of receiving sites	
Total outside Québec	8
Total Québec	323
Types of receiving sites in Québec	
Contaminated soil disposal sites (LESC)	5
Contaminated soil recovery sites without statutory deed	12
Contaminated soil treatment centres	32
Contaminated soil disposal and reclamation sites (REIMR + mining tailings)*	48
Contaminated soil reclamation sites with statutory deed	74
Contaminated soil storage sites	140

\* [Regulation on Landfilling and Incineration of Waste](#)

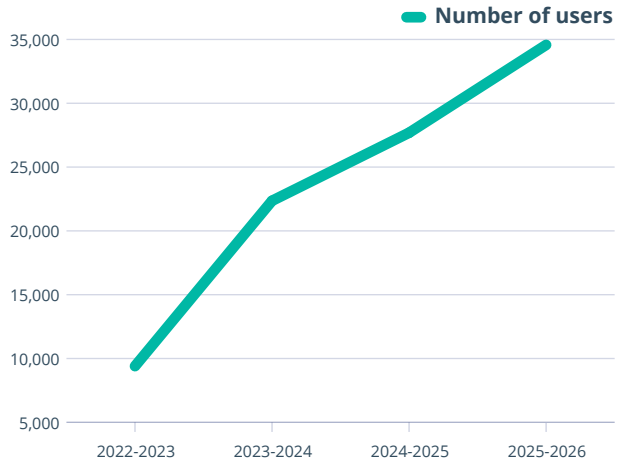
### NUMBER OF PARTICIPANTS BY ACCOUNT TYPE AND ACTIVE REGISTERED USERS, AS OF MARCH 31, 2026

Account types	
Receiving sites	210
Certifiers	537
Stakeholders	1,954
Owners	5,874
Transporters	6,307
Number of registered users	
Registered users	34,571

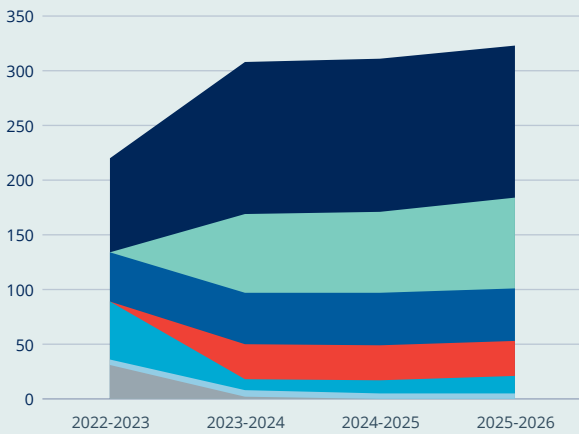
### NUMBER OF INITIATED PROJECTS IN TRACES QUÉBEC



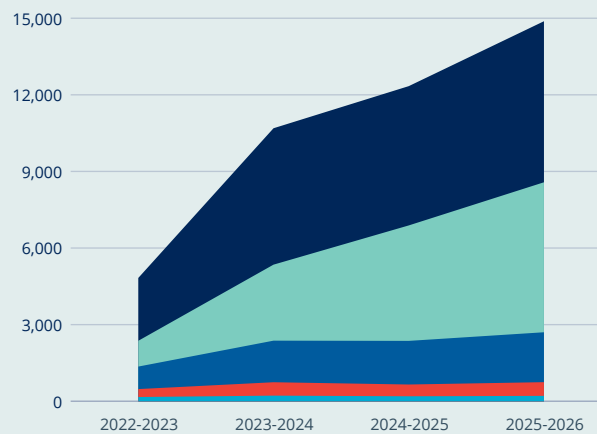
### EVOLUTION OF THE NUMBER OF REGISTERED USERS, AS OF MARCH 31 EACH YEAR



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



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



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

- Transporters
- Owners
- Stakeholders
- Certifiers
- Receiving sites

## Board of Directors and Membership

Two directors are appointed by the Ministère de l'Agriculture, des Pêcheries et de l'Alimentation (MAPAQ), four by the Union des producteurs agricoles (UPA), one by La Financière agricole du Québec (FADQ), one by the Ministère de l'Environnement, de la Lutte contre les changements climatiques, de la Faune et des Parcs (MELCCFP), and one independent director appointed by the Annual General Meeting (AGM) of members.



## Acknowledgements

This year marks several transitions within Attestra. We would first like to thank Paul Doyon, Stéphane Alary and Pascal Forest for their commitment to the organization. Mr. Doyon served as President from February 2022 to January 2026. Mr. Alary served from February 2022 to June 2025 and Mr. Forest from June 2022 to January 2026, both as directors. In addition, Ms. Marie Christine Talbot, General Manager of Attestra, will soon be retiring after a remarkable career spanning more than 30 years with the Union des producteurs agricoles, including 15 years as General Manager at Attestra. Our entire team would like to thank her for her leadership and lasting contribution. It is in this spirit of continuity that

Philippe Guérineau was welcomed in the winter of 2026 as Deputy General Manager and he will shortly take on the role of General Manager, bringing solid expertise and a fresh perspective to support the organization's mission.

We would also like to thank MAPAQ, MELCCFP, and Agriculture and Agri-Food Canada (AAFC) for their ongoing support, year after year. Finally, we would also like to express our sincere gratitude to all our partners and industry stakeholders for their vital support. Their personal contributions, commitment and collaborative spirit have enabled us to raise confidence for the past 25 years.