

PRESS RELEASE
For immediate release

BEEF CATTLE IDENTIFICATION: A SPECIFIC TAG FOR THE LIMOUSIN BREED WILL BE OFFERED AS OF FEBRUARY 1ST

Longueuil, January 29, 2016 – Agri-Traçabilité Québec (ATQ) is announcing that a tag specifically intended for identifying Limousin beef cattle will be offered to Quebec producers, **starting February 1st**. This new Canadian-approved tag, much like the one used to identify Angus beef cattle, is distinguished by the pink parts on the back. Furthermore, the printing of *Limousin* on the two pieces of the visual tag, and printing of the Canadian Limousin Association logo on the back part of the electronic tag, will show that these cattle belong to this breed.

Already marketed in other Canadian provinces, the Limousin tag will now be sold in Quebec thanks to the collaborative efforts of the Canadian Limousin Association, the Association des Éleveurs de Limousin du Québec and the provider of livestock identification items, *Allflex*.

Purchasing Options

The Limousin tags are sold only in the standard format of 30 tags per set. Please also note that it is possible to obtain these tags with HDX and FDX technology.



Eligibility Conditions

Please be advised that these tags are offered exclusively to Limousin cattle producers. As a result, before placing an order, a consent form must be properly filled out and sent to ATQ. Furthermore, a registration number or Limousin bull tattoo must be provided to be able to order, annually, a maximum of only one set of 30 tags per bull. The animal's ATQ identifier number must also be provided when ordering.

To Place an Order

ATQ invites all Limousin producers in Quebec to check the Order information Sheet provided for cattle production for more details about these new tags. The information sheet, the consent form as well as a price list are available on the ATQ website at <https://www.atq.qc.ca/en/forms>. ATQ would like to remind you that orders must be placed over the telephone by contacting ATQ Customer Service.

SimpliTRACE: the new portal to your online ATQ file!

Did you know that ATQ has developed new traceability web application that will be launched in March 2016? This new web-based application, called SimpliTRACE, is free and will replace the ATQDirect website. With a user-friendly and secure interface, SimpliTRACE will allow producers in the cattle, sheep and deer sectors to access their ATQ file online and report movements electronically.

To find out more

Feel free to call Customer Service at ATQ, or visit our website at www.atq.qc.ca for additional information on this and any other topic regarding traceability.

Please note that new documentation as well as information videos (tutorials) on how SimpliTRACE works will soon be accessible at www.atq.qc.ca/simplitrace.

To contact ATQ Customer Service

*From Monday to Friday, 7:30 am to 12 pm & from 1:00 pm to 4:30 pm
Toll-free: 1-866-270-4319*

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