

Longueuil, July 7, 2015

Ms. Caroline Emond  
DFC Executive Director  
Dairy Farmers of Canada  
21 Florence Street  
Ottawa, ON K2P 0W6

**Subject: Support for the proAction Initiative | Livestock Traceability Module**

Dear Ms. Emond:

For nearly 15 years, Agri-Traçabilité Québec (ATQ) has helped design, implement and develop the identification and traceability system for agricultural products in Quebec. Having had the privilege of building a business relationship and partnership with DFC over the past five years, ATQ is proud to play an active role in developing and implementing proAction Initiative's livestock traceability module.

Agriculture faces numerous health, economic and social challenges, making it vital to have an effective traceability system. It is therefore extremely important to ATQ to support the dairy sector in its efforts to obtain the necessary tools to apply livestock traceability and identification best practices which, in turn, will help build a complete traceability system.

With the involvement and mobilization of all actors in the agricultural sector, ATQ was able to accomplish a major undertaking and establish a complete traceability system that now serves as a technological reference to both the Canadian and international agricultural sectors.

Irrefutably a proactive leader in this area of expertise, the dairy sector makes significant contributions to advancing traceability at the national level.

As a business partner seeking to strengthen the Canadian system and its current identification and traceability practices, ATQ is proud to support and join forces with Dairy Farmers of Canada to continue to develop and improve the proAction Initiative, in particular the livestock traceability module. A complete and effective traceability system will help maintain both consumer confidence and the export market share.

Sincerely,

Marie-Christine Talbot  
General Manager  
Agri-Traçabilité Québec & Agri-Traçabilité International

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