



## **NEWS RELEASE**

### **Primary Producers can now register single premises directly with OnTrace's Premises Registry**

**GUELPH, ON – January 26, 2009** – *OnTrace Agri-food Traceability* is pleased to announce that primary producers can now register a single premise directly with the Ontario Agri-food Premises Registry (OAPR). There is no fee for this registration.

Since the OAPR went live in June 2008, OnTrace has been working with producer organizations to identify and validate the location of agricultural premises for their members. This allowed OnTrace to assign unique premises identifiers (PID) to large groups of premises.

This new sign-up functionality is good news for primary producers who want a premises identifier that meets national standards. OnTrace can now issue a PID for individual premises simply by gathering information from individual producers who may not be a member of one of the province's producer organizations. This capability is a first for OnTrace.

"Given all the attention that has been focused on food safety, traceability and animal welfare recently, we feel that individual producers want to become a part of the solution to better manage agriculture and agri-food emergencies." said Brian Sterling, Chief Executive Officer at OnTrace. "We also hope that in 2009 many more producers will agree and take advantage of OnTrace's abilities to support source verification for food."

This new capability, for individual farmer registration, is in addition to the existing producer group data access, which will continue to grow.

The main benefits to producers who chose to register their premises with OnTrace include:

- Identification and validation of a specific location, will help both industry and government plan and respond to a food or animal health emergency;
- Unique premises identification is a key requirement when branding products for export, for "eat local" programs and other source verification requirements;
- More suppliers and farmers are using unique premises identification to help manage costs for their feed and supplies deliveries;
- By belonging to an industry best practice, that includes premises identification, producers can reduce risk management costs.

Another unique benefit from OnTrace is a "Global Location Number" (GLN) for their premises. This second number is a unique global identifier that links with the GS1 Global Party and Location Registry. Farmers with valid Ontario premises identifiers will receive this additional value (worth up to \$1,500 annually) as part of registering with OnTrace. The GLN enables farmers take advantage of the GS1 global identification system for their products should they choose to do so.

Interested parties can register by contacting OnTrace by email at [info@ontraceagrifood.com](mailto:info@ontraceagrifood.com), or by phone at 519-766-9292.

**ABOUT ONTRACE**

OnTrace is the industry-led, not-for-profit corporation created in 2006 to lead food traceability programs and initiatives in the province of Ontario. OnTrace's objectives are to deliver traceability solutions that will enable the agriculture and agri-food industry in Ontario to become more innovative and competitive, and; to strengthen the capacity of industry and government to respond to emergencies related to agriculture and agri-food welfare and public safety.

OnTrace can be reached at: 660 Speedvale Avenue West, Suite 300, Guelph ON N1K 1E5  
Telephone: 519-766-9292 Fax: 519-766-1313 Email: [info@ontraceagrifood.com](mailto:info@ontraceagrifood.com). For media kit and further information, visit: [www.ontraceagrifood.com](http://www.ontraceagrifood.com).

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