



NEWS RELEASE

New Animated Video - OVN: From Farm Gate to Dinner Plate® Promotes the benefits of the OnTrace Verified Network

GUELPH, ON – February 1, 2011 – Today OnTrace debuted a new animated video “[OVN: From Farm Gate to Dinner Plate®](#)” to promote and provide an informal introduction to the OnTrace Verified Network.

“Interest in the OnTrace Verified Network has grown steadily since we launched last spring,” said Brian Sterling, CEO, [OnTrace](#). “With the video our objective is to spread the word and communicate the OVN’s many traceability benefits simply, quickly and informally with a little humor. In addition to extolling the benefits of the OVN, the video also provides an easy explanation of movement tracking – where does it come from - the first step and cornerstone in any traceability program. If you’ve been wondering about the OnTrace Verified Network, but were afraid to ask, this video should answer your questions.”

ABOUT ONTRACE VERIFIED NETWORK (OVN)

The OVN is a service owned and operated by OnTrace. OVN delivers a secure, inter-party network that lets you and your partners share information, track movement and verify the source of your products for branding and market access purposes.

Utilizing the OVN, producers, processors, distributors, truckers, retailers and other partners can become members and access the service online – there is no software to purchase. Register for the OVN and find out more by visiting <http://ovn.ontrace.ca/>.

ABOUT ONTRACE

OnTrace is the industry-led not-for-profit corporation created to lead food traceability programs and initiatives. OnTrace’s goals 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 is located at: 1030 Gordon Street, Suite 202, Guelph, ON N1G 4X5. Their contact coordinates are: phone 519.766.9292; fax 519.766.1313. For further information, visit: www.ontrace.ca. Visit us on Facebook at <https://www.facebook.com/OnTraceagritraceability>.

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