



THE ONTRACE VERIFIED NETWORK

WHAT

OnTrace Verified Network is a secure, readily accessible community of business partners that will facilitate verification of the source of products. It is a tool that can be used to trace and track food products "From Farm Gate to Dinner Plate".

While there is a logo associated with the *OnTrace Verified Network*, it is not just another brand with a logo; it is a live business network backed up by a secure online system that enables partners to work together and seamlessly share key information.

In a similar way that the 'Interac' network allows banks, retailers and consumers to conduct secure business transactions, the *OnTrace Verified Network* will permit agriculture and food businesses (and eventually consumers) to build relationships based on the transactions they conduct with each other every day.

WHO

The *OnTrace Verified Network* is a service that is owned and operated by OnTrace Agri-food Traceability, Ontario's go-to traceability organization and recognized provincial agri-food premises registrar. OnTrace is an industry-led, not-for-profit company located in Guelph Ontario, Canada.

HOW

OnTrace created an online software service that enables agriculture and food companies (i.e. producers, processors, distributors, truckers, retailers) to collaborate and exchange business data using the *OnTrace Verified Network* in a secure and reliable way.

The *OnTrace Verified Network* will enable business partners to sign up and agree to mutually share specific information that they designate in order to streamline transactions, securely exchange critical information in case of recalls or emergencies, and to strengthen the brand of the products they sell.

WHY

Timely electronic exchange of information is critical to today's businesses and to efficient and effective transactions and ultimately to traceability.

Partners who sign up to the *OnTrace Verified Network* can access online data exchange tools and much more. This will enable small and mid-size businesses to create their own business-driven networks and move confidently into secure electronic exchange of information with multiple partners at low cost.

WHEN

The *OnTrace Verified Network* goes live in June 2011.



BENEFITS

There are many reasons for joining the *OnTrace Verified Network*, each one is a user benefit.

- The network can be used by businesses of all sizes and is of particular value to business that may not be able to afford specialized data exchange software.
- The major benefit for those who join the *OnTrace Verified Network* is they have a simple way to verify their brand claims (for example, *Homegrown Ontario* meat that can be verified) - using the data they exchange and eventually permit people to access. The degree of data transparency is in the hands of the owners of the information. If the data owner chooses, then the information can be used to support marketing claims and verify the source of a product.
- The network is also a tool that can help reduce business risk by allowing a product to be more precisely traced back through the chain to its source. It also can be used to streamline access to critical information in the event of a recall.
- The *OnTrace Verified Network* will enable business partners to link the information they have concerning shipments and movement of products, thereby increasing their capability to increase the efficiency of their materials management.
- Another benefit is simplifying communications between one part of the food chain and another. OnTrace envisions that consumers and farmers will even connect easily with each other through the network. Producers will be able to readily access direct feedback from consumers, and consumers will be able to see more information about what they eat.
- Individual businesses (producer, packer, processor, trucker, distributor, and retailer) can join a network of like-minded partners and use the *OnTrace Verified Network* as their primary tool enabling them to freely and securely exchange information.
- Consumers will also come to appreciate the *OnTrace Verified* symbol to help them easily identify locally sourced products, or products with other special characteristics.

MEMBERSHIP

The OnTrace "inter-party traceability system" will be the engine under the hood of the *OnTrace Verified Network*. To make the network most effective, OnTrace is seeking participants.

Businesses interested in an early glimpse of the online service and to explore the *OnTrace Verified Network* can become a member now by visiting www.ontrace.ca and following the link to the *OnTrace Verified Network* sign up page. Becoming a member now and using the available tools is free of charge.

For business member pricing information, please contact OnTrace directly at 1-888-38TRACE or 519-766-9292.