

For Immediate Release

## End of ASRA program payment method for sheep ear tags

**Longueuil, February 19, 2014** – The Agri-Traçabilité Québec (ATQ) Board of Directors has announced its decision to end the ASRA program payment method for sheep ear tags. To this end, ATQ would like to inform all sheep producers in Québec that **this payment option will no longer be offered as of March 14, 2014.**

This decision comes after an analysis of the costs and the anticipated increase in administrative fees that will be incurred for orders paid by this payment method due to its low rate of utilization.

It should be noted that following this change, payments for sheep ear tag orders will have to be made using one of the three following methods: by credit card, by cheque or by bank payment.

Also, in order to facilitate this task and to receive their order as quickly as possible, ATQ invites stakeholders to place their next order by calling Customer Service at 1 866 270-4319. This will also give them the chance to update their file at the same time.

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