



**Pierre Lemieux,
MP, Glengarry–Prescott–Russell
Parliamentary Secretary to the Minister of Agriculture and Agri-Food**

For Immediate Release

July 20, 2011

**MP PIERRE LEMIEUX ANNOUNCES FEDERAL SUPPORT FOR
GROWING AGRI-FOOD INDUSTRY**

“This investment from Canada’s Economic Action Plan will enhance the safety of our food system as well as give Ontario producers one more tool in the toolbox when working to open new markets and keep those markets open.”

Pierre Lemieux, MP

Cambridge, Ont. – As the Parliamentary Secretary for Agriculture and Agri-Food, MP Pierre Lemieux announced this week federal support for the Ontario Ministry of Agriculture, Food and Rural Affairs’ Traceability Foundations Initiative – a new program in Ontario that will strengthen the agriculture industry and help keep food safe by improving the way food products are tracked from the farm to the dinner plate.

“Our federal government is committed to working with the agriculture industry to continue the development of a national traceability system. This investment from Canada’s Economic Action Plan will enhance the safety of our food system as well as give Ontario producers one more tool in the toolbox when working to open new markets and keep those markets open,” said Mr. Lemieux.

The joint Canada-Ontario \$21.5 million in AgriFlexibility funds will finance a multi-year program to support voluntary industry-led value chain sector information sharing networks that will leverage and enhance traceability systems. The Traceability Foundations Initiative will support projects led by the agri-food industry to share information and improve the speed with which Ontario responds in the event of a food product recall.

Having a full traceability system requires the collection, storage and sharing of three key pieces of information: premises identification, product identification, and movement recording. This new



**Pierre Lemieux,
MP, Glengarry–Prescott–Russell
Parliamentary Secretary to the Minister of Agriculture and Agri-Food**

program will help make our industry stronger, protect consumers and ensure market access for our farmers and food processors.

“The McGuinty government is committed to making sure we have the strongest and safest food system possible. We are proud to be investing in resources that will grow our traceability systems, increase the value of our food products, and continue to provide safe, healthy and fresh food for Ontario families,” said Maria Van Bommel, Parliamentary Assistant to the Minister of Agriculture, Food and Rural Affairs.

Quick Facts:

- The Governments of Canada and Ontario are investing a combined \$21.5 million for the Traceability Foundations Initiative. This investment comes from the \$500-million Agriculture Flexibility fund for projects that reduce production costs, increase competitiveness, improve environmental sustainability, promote innovation and respond to market challenges.
- Successful applicants are eligible for a maximum of \$5 million.

- 30 -

*For more information : Agriculture and Agri-Food Canada Media Relations
1-866-345-7972 / 613-773-7973*

*Meagan Murdoch, Office of the Hon. Gerry Ritz
613-773-1059*

*Melissa Zanette, Office of the Hon. Carol Mitchell,
416-326-3071*

*Susan Murray, OMAFRA Communications Branch
519-826-3145*

**Carolyn Girard
Legislative Assistant
Pierre Lemieux, M.P.
Glengarry–Prescott–Russell
Telephone : 613-996-2909**