



# Flowers Canada (Ontario) Inc.

*~ Growers Helping Growers ~*

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## Flowers Canada (Ontario) Inc. to Collaborate with OnTrace

FOR IMMEDIATE RELEASE

March 23, 2012

Guelph, ON – The Board of Directors of Flowers Canada (Ontario) Inc. (FCO) is pleased to announce that FCO will be working closely with OnTrace Agri-food Traceability to use its traceability solutions for the benefit of the floriculture industry in Ontario as part of their B-Fast B-Secure Project initiative. FCO will start by participating in the OnTrace Agri-food Premises Registry (OAPR) as it develops a sustainable traceability system for floriculture in Canada – starting with Ontario.

Dean Shoemaker, FCO's Executive Director commented, "By partnering with OnTrace, we will be able to identify, locate, and map all of the floriculture greenhouses in Ontario as the first step in the implementation of a traceability and bio-security strategy for Ontario's floricultural greenhouse growers. We are very pleased to have OnTrace's expertise and assistance in the establishment of a premises registry specifically for the floriculture industry."

OnTrace is the industry-led, not-for-profit organization leading food traceability programs and initiatives in Ontario. OnTrace delivers traceability solutions that will enable the agriculture and agri-food industry in Ontario to become more innovative and competitive while strengthening the capacity of businesses to respond to emergencies related to agriculture and agri-food welfare and public safety. OnTrace's solution and services will provide critical support to the stated purpose of the B-Fast B-Secure Project.

FCO's B-Fast B-Secure Project was developed in support of FCO's mission which is to enhance the profitability and competitiveness of Ontario's floriculture industry. The traceability and bio-security project will provide floricultural producers in Ontario with the tools they need to respond quickly to any quarantine issues. The traceability strategies implemented will be in conjunction with the CFIA requirements for the movement of all plant and plant materials.

Brian Sterling, CEO of OnTrace remarked, "OnTrace is pleased to help FCO and the floriculture industry with this crucial initiative. We have always focused on the needs of individual businesses and industry to gain the benefits of traceability. The B-Fast B-Secure Project is an important step for Flowers Canada and their Members."

Flowers Canada (Ontario) Inc. is the provincial trade and professional association of the Ontario floral industry serving the floriculture sector for over 40 years. FCO currently serves over 250 Members who are greenhouse floriculture producers. FCO strives to help its Members find solutions in trade, plant bio-security, research and innovation, human resources, environment, marketing and risk management.

Funding for this project has been provided by Agriculture and Agri Food Canada through the Canadian Agricultural Adaptation Program (CAAP). In Ontario, this program is delivered by the Agricultural Adaptation Council.

- 30 -



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