

Dr Linda Marchand



Linda Marchand was born in Trois-Rivières and started her career in business administration. In 1988, she took part in setting up the electronic pig sales system in Quebec and subsequently became General Director of the Encan électronique.

She was offered the post of Director-General of Agri-Traçabilité Québec inc in February 2002 on the strength of over twenty years' experience in the agrifood sector and a double international degree in the MBA programme at the University of Quebec, Montreal and the Dauphine University of Paris.

In addition to taking an active role in directing operations, Dr Marchand is regularly called on to present Quebec's results in terms of traceability and food safety to stakeholders from Canada, the United States and several other countries (France, Brazil, Chile and Argentina).

When permanent identification and traceability projects are being set up in new production circles, Dr Marchand is on hand to listen to the sector's requirements and ensure that the ATQ offers permanent support to the farmers involved in the undertaking. Dr Marchand also pools the different visions of the bodies involved, in addition to ensuring that specific solutions are proposed for the diverse issues facing stakeholders. She also acts as mediator, as she brings the various parties together to achieve consensus.