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**The Potential Role of International Barcode of Life (Ibol) Technology in
Governance and International Regulatory Protocols**

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The increasing publicized cases of food fraud and cross border trade of unidentified and invasive plant and animal species across the world have prompted government and industry-led investments in developing traceability and authenticity-enhancing technologies. Globalization and trade liberalization have led to increased volume of agricultural products traded across national boundaries. Economic gains accruing to sellers of genuine products have given some producers and other members of the agri-food chain an economic incentive to cheat consumers by misrepresenting their own products and substituting substandard products for legitimate items. Consumers are now interested in where their food comes from, how it was produced and quality reassurance. The paper focuses on an emerging authenticity technology, the International Barcode of Life (IBOL) used to identify plants and animal species through DNA sequencing. The paper examines the potential of embedding IBOL technology into the framework of the international regulatory system, particularly sanitary and phytosanitary measures; and uses conceptual analysis to examine the potential welfare benefits arising from IBOL technology adoption in Canada.

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