The Role of Traceability in Delivering a Safe and Sustainable Food Supply

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Meeting society and consumer

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Accuracy
Precision
Knowledge
MSD
Animal Health

Together, we can make real connections from birth to fork



TS + ID at birth establishes electronic record of animal and its DNA

Genetic information allows for animal sorting and appropriate treatment

Vaccinations, health movement or reproduction events are recorded

Monitoring devices and sensors connected to our software to track animal welfare, behavior…

Connected weigh scales monitor animal weight gain, suggest optimal time for sale or adequate medicines dosage

Processor / retailer reviews animal history and sorts animals with desired attributes.

DNA enables Individual products verified against production history

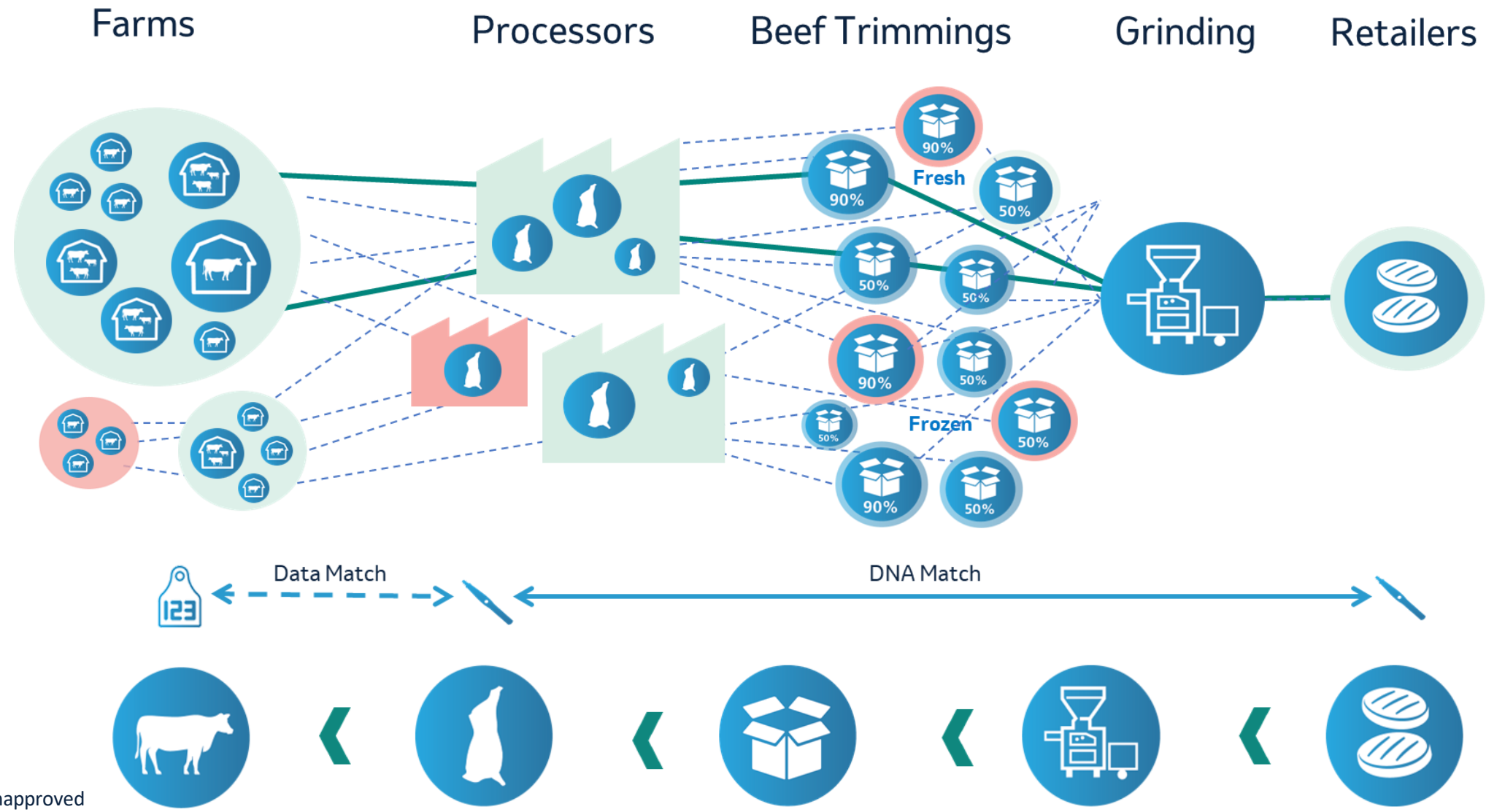
End-product quality assessed and matched to animal DNA and history. The Consumer can access relevant information (origin, ATB-free, etc.)

Allows verified attributes, such as animal welfare, sustainability, free from claims, etc… to engage consumer trust

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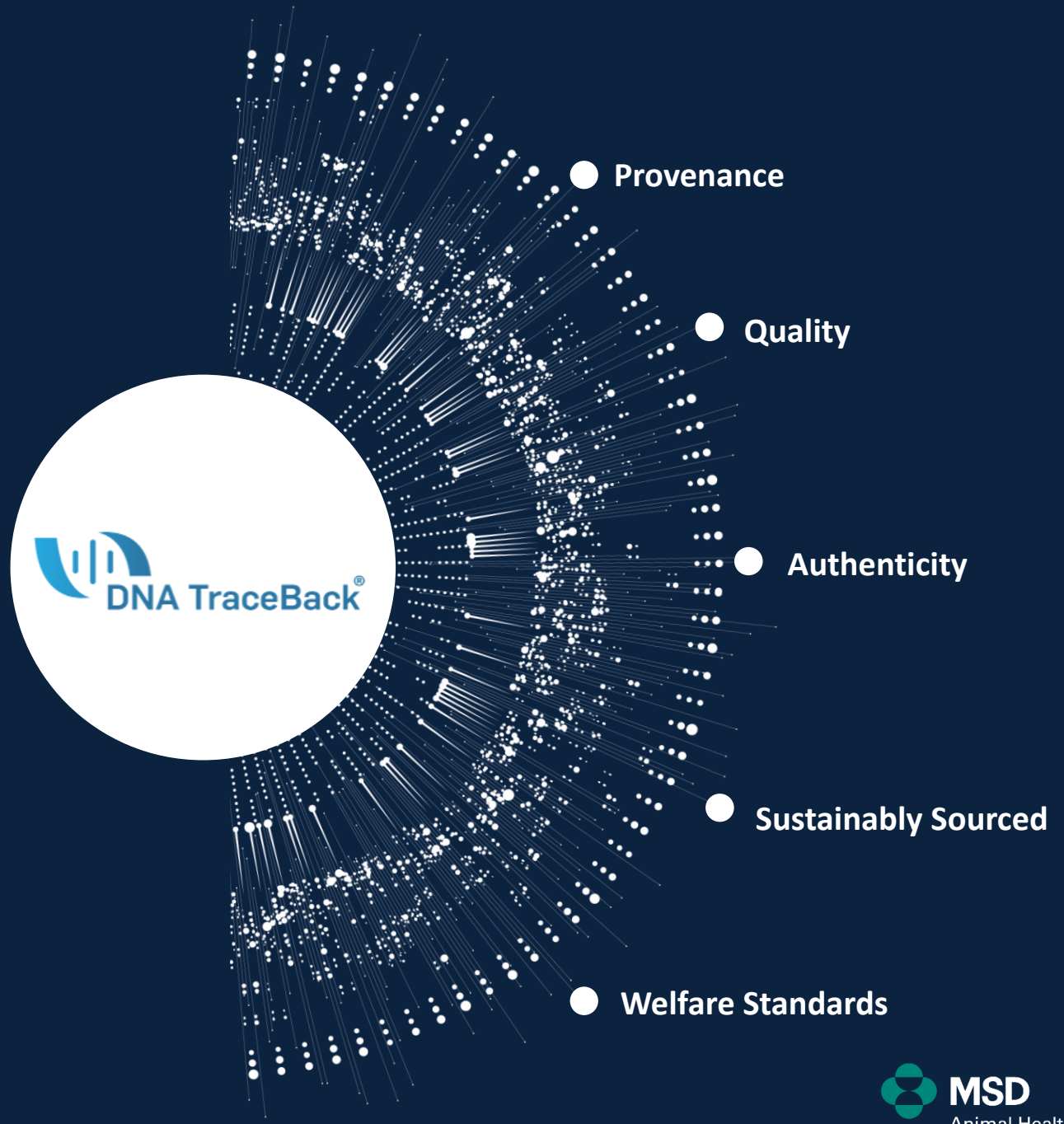
Proprietary

DNA TraceBack® unlocks the rich story behind high welfare animal protein



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Combining DNA and data analytics together for unparalleled transparency in animal protein products



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Nature’s Barcode empowering true knowledge

PAPER RECORDS

250 cattle from 62 farms

900 cattle from 160 farms

847 cattle from 119 farms

Intermediate

Ready meal factory



1997 cattle
3 factories
341 farms

17%

unknown source

DNA RECORDS

5 cattle from 1 farm

7 cattle from 3 farms

11 cattle from 3 farms

40 cattle From 12 farms

Intermediate

Ready meal factory



63 cattle
4 factories
19 farms

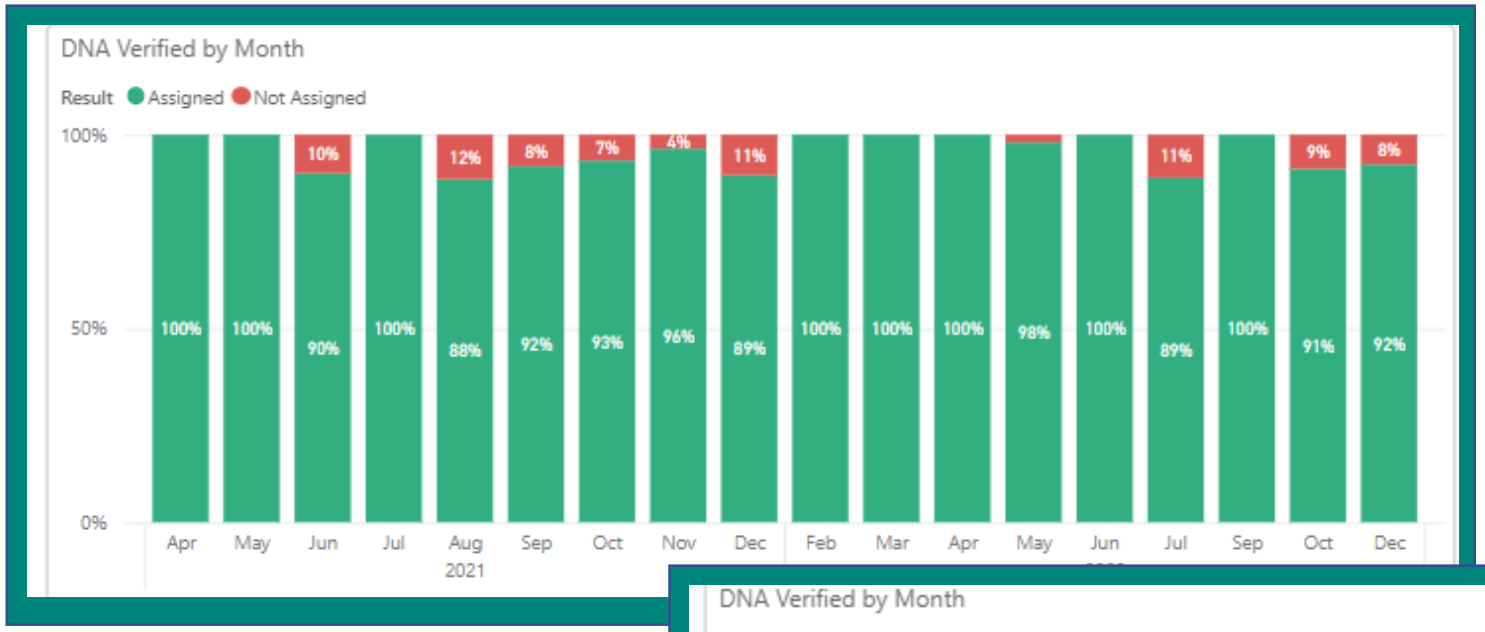
100%

accurate

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Proprietary

Driving Increased Transparency within Complex Supply Chains



Traceability of fresh pork

- sample data



Traceability of processed pork

- sample data

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To join up the food chain

Join us Today



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The Science of Healthier Animals®