

# Complete traceability through the food production chain

Traceability from the retail counter to the ranch of origin is critical in today's consumer-based markets. SureTRAK® is an accurate, cost-effective traceability technology for both live animals and meat products, and can be utilized by meat retailers, processors and producers.

## How SureTRAK works

SureTRAK technology provides confidence throughout the beef production chain by:

- Matching an animal's unique DNA Fingerprint for positive origin verification.
- Using a 14-marker-panel test to provide the most reliable results in the industry. Of the 14 markers, nine are recommended for the most reliable results.
- Tracing a carcass, primal cut or meat product to the source animal.

## Simple, proven, secure

With over one million samples collected and stored, SureTRAK is a proven traceability system. To maintain security and integrity, samples are stored in tamper-evident collectors in a climate-controlled facility.

SureTRAK is easily implemented with minimal training using existing data, making it:

- Simple—easy sample collection method
- Accurate—state-of-the-art DNA analysis
- Rapid—timely reporting of results

ID	Sample Barcode	Harvest Date	Marker 1		Marker 2	
			A1	A2	A1	A2
Animal 352	22508806	4/15/04	107	150	224	246
Product A	25330946	Confirmed	107	150	224	246
Animal 486	20630049	4/15/04	117	123	260	210
Product B	26035487	Confirmed	117	123	260	210

A sample confirmation report shows how a cut of meat is traced back to its origin.

## The key to consumer confidence

By adopting the latest DNA technology, SureTRAK allows the beef industry to:

- Enhance traceability throughout the production chain
- Better equip each sector of the industry to consistently produce higher-quality beef
- Increase consumers' confidence in meat products, especially those related to quality, consistency and safety

