



- ✓ DNA verification system for accurate traceability of carcass, primal cut or meat product to source animal
- ✓ Underpin your brand's integrity
- ✓ Definitive audit and traceability of the supply chain
- ✓ Low cost and easy to implement
- ✓ Tracking the source of food safety incidents
- ✓ Prevent product substitution

**For absolute traceability
everytime look to SureTRAK®**



Accurately trace a carcass,
primal cut or meat product.
It's all in the DNA.



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DNA based traceability system

Consumers worldwide have an expectation that retailers should be able to identify the origin of the food they sell. These concerns are driven by food safety considerations and increasingly by environmental issues and animal rights. As a result, retailers are demanding full accountability from the supply chain, which **SureTRAK**® can provide.

SureTRAK® is a brand of Pfizer Animal Genetics, a business unit of Pfizer Animal Health.

Retailers and marketers of branded foods are looking for security in their supply chains to protect their brands and reputations. Tracking and traceback facilitates on-going product development, but also allows targeted responses in the event of quality problems or product failures.

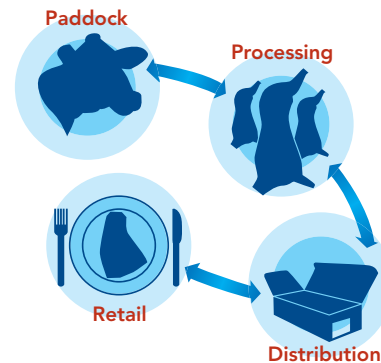
Product tracking is standard practice in production systems. However in the meat industry, which disassembles carcasses into ever smaller components, one-on-one tracking from carcass to end-product has been impractical in the past.

Pfizer Animal Genetics DNA testing procedures have overcome the past limitations of detailed tracking from carcass to primal cuts (or trimmings) by providing low-cost and fail-safe traceback. Tracking and traceback work together to provide a cost effective and accurate system.

Definitive cut traceability

The **SureTRAK**® test uses a 'meat smear' – a paper-thin, fingernail sized sample – at slaughter or grading in a simple and tamper-evident collector. Pfizer Animal Genetics then stores the samples off-site in their secure and climate controlled storage facility for future use, if required.

In the event that contamination is detected in an end product, the traceback procedure is activated. The contaminated product is DNA tested. The processor's internal tracking and batch system is then used to identify the batch of carcasses from which the product was derived. The batch may be anything from five to 50 carcasses. The stored samples of DNA are tested and the matching carcass found. This links the end product to the carcass, the supplier and sometimes the live animal.



Low cost investment in security

SureTRAK® is the most cost effective cut traceability solution available to the meat processing industry and is suitable for most species. The sample collection system requires no additional investment and is easily integrated into existing slaughter floor procedures. To work effectively, the processor must have an adequate product tracking system in place. A good tracking system requires fewer carcasses to be tested in the event of a traceback. The cost of **SureTRAK**® is minimal compared to the security it provides.

A variation on the abattoir system applies to live animals. Hair or blood samples can be taken on-farm and stored in the same way to provide producers with additional traceback security all the way to the herd or flock of origin. The samples can also be used for other DNA tests such as **SireTRACE**® parent verification and **GeneSTAR**® Marbling, Tenderness and Feed Efficiency. In this way the returns from traceback are maximised.

For cattle, the easiest and most effective way of collecting and storing hair samples is using the Allflex Australia DNA tag.



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