



IdentiGEN North American Headquarters in Lawrence, KS

## IdentiGEN North America, Inc.

Established to help ensure the safety and quality of the \$80 Billion North American market for beef and pork. We are a newly created subsidiary of IdentiGEN Ltd., a leading provider of DNA-based solutions to the food and agriculture industries in Europe.

IdentiGEN provides the capability to identify and trace the exact source of meat products through the entire supply chain.



### CASE STUDY #1

**SUPERQUINN** – Irish supermarket chain “Our customers need to know that our beef is safe.” Superquinn became the first supermarket in the world to guarantee the absolute traceability of all its beef from pasture to plate, using TraceBack™. Senator Feargal Quinn, Superquinn president says “First and foremost, TraceBack™ gives us the information we need to stand over our promise to customers - that the meat on Superquinn’s shelves can be traced back not only to the farm, but to the individual animal it came from. When we added TraceBack™ to our branding our beef sales increased by 11% in the first year of operation alone.”

### VALUE-BASED MARKETING

#### For the PACKER and RETAILER:

Meat traceability enables processors and retailers to validate claims such as premium, natural, organic, kosher or halal meat products

#### For CONSUMERS:

Meat traceability provides an added level of quality assurance confirming that they are paying for what they are getting. Consumers have demonstrated a willingness to pay premium prices for this guaranteed level of reassurance when it comes to quality and safety

#### For PRODUCERS:

Source verification provides an added level of assurance throughout the supply chain. It assures that producers who raise quality cattle to exacting standards receive premium prices for those cattle.

### ECONOMIC/PUBLIC HEALTH ADVANTAGES

In the event of challenges such as communicable disease outbreaks, or bioterrorism threats to our food supply, meat traceability can pin-point the source of contamination, protect the rest of the meat supply and minimize recall costs and liabilities for participants in the supply chain. Made possible and affordable by IdentiGEN’s proprietary DNA TraceBack™ meat traceability system (see reverse)

### ADDITIONAL CAPABILITIES

IdentiGEN has one the largest collection of bovine DNA samples in the world. As we continue to expand and analyze our data base, we have the capability to look for genetic traits associated with specific meat characteristics such as tenderness, marbling and texture. We anticipate that we will be able to identify these genetic markers as a guide for breeders.

*“Our DNA-based TraceBack™ system offers a solution of unparalleled accuracy, simplicity and practicality that will enhance the safety and quality of our food supply and provide tangible benefits to the producers, sellers and consumers of meat products.”*

*Donald R. Marvin  
President & CEO*

### Market Potential (in millions)

US Cattle herd 100

Annual slaughter 35

US Hog herd 60

Annual slaughter 100

*"Our largest clients are using IdentiGEN's TraceBack™ brand alongside their own brand to validate the important claims they make to consumers. Given the value of their private label brands, their desire to co-brand underscores the value these clients place on the DNA TraceBack™ label."*

*Ronan Loftus, Ph.D.  
Director of Global  
Commercial Development  
IdentiGEN, Ltd.*

**IdentiGEN's proprietary DNA TraceBack™ tracking system verifies the source of meat throughout the entire meat production chain from PRODUCER to PACKER to RETAILER to PLATE**

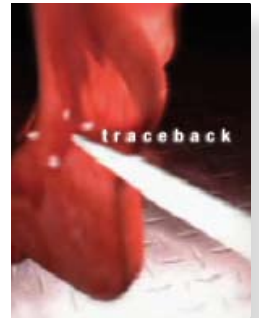
**– 100% Guaranteed –**

### HOW TRACEBACK™ WORKS DNA – Nature's Bar Code

At the packer a tiny meat scraping using IdentiGEN's proprietary sampling device is taken from each carcass at slaughter. IdentiGEN also offers the option of collecting a tissue sample when ear-tags are affixed to live animals by the producer

At the IdentiGEN lab the sample is analyzed and stored in a database, along with detailed records of where and when the sample was taken

At the retailer audit samples are taken from beef or pork and sent to IdentiGEN to be compared with the records in the database to VERIFY its origin and production history



### EASY TO IMPLEMENT WITHOUT MODIFICATION TO ONGOING OPERATIONS

**PRACTICAL** – TraceBack™ uses a patented sampling device that can be used by producers, packers, or retail staff with minimal training. Because it captures a very small sample (<1g) for analysis,\* it does not require changes to current industrial practices or business processes

\*a proprietary ear-tag sampling device is used for live animals

**AFFORDABLE** – IdentiGEN uses an optimized panel of biomarkers or SNPs, to identify meat. DNA analysis technology licensed exclusively to IdentiGEN allows these SNPs to be examined in a simplified, low-cost, ultra high-throughput production process that is unique to the industry to facilitate rapid turnaround

**ESTABLISHED** - Successfully marketed in Europe since 2000 AND IT WORKS! - It traces cuts of meat to the place, time and line of slaughter, and from there back to the individual animal of origin

Even Ground Beef – IdentiGEN has exclusively developed a proprietary method to analyze ground beef to determine the origin of its constituent parts and the batch of meat or individual animal that has contributed to the ground beef product

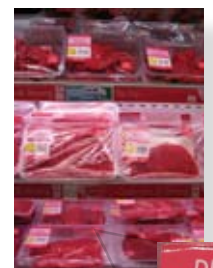
*"Our DNA-based TraceBack™ system offers producers, packers and retailers the first proven, practical and affordable means to trace the origin of meat back through the supply chain."*

*Patrick Cunningham, Ph.D.  
Chairman of IdentiGEN Ltd.*

### CASE STUDY #2

**TESCO** – the fourth largest retailer in the world and the largest food retailer in Ireland, uses the DNA TraceBack™ brand on all beef sold in its supermarkets and specialty stores in Ireland. According to Liam Forsyth, TESCO Ireland's meat buyer, "DNA-based traceability provides an added level to the quality assurance our customers have come to expect from TESCO, guaranteeing the origin of all of the beef they buy in our Irish stores, whilst underpinning the claims of the premium products we sell." TESCO believes the use of this technology on this large scale is "unprecedented" in Irish food retailing and will allow for full transparency throughout each step of Tesco's supply chain.

Even Ground Beef – IdentiGEN has exclusively developed a proprietary method to analyze ground beef to determine the origin of its constituent parts and the batch of meat or individual animal that has contributed to the ground beef product



Quality Assurance Label

**DNA  
Traceable  
back to  
the animal**

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