

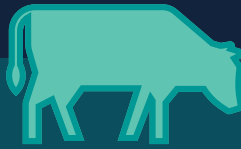


Undeniable precision. Unlimited possibilities.

A game-changing meat and seafood traceability solution

Leverage the power of nature's barcode - DNA - to precisely trace every cut from farm to table. Gain deep supply chain understanding with verifiable data insights.

- ✓ Improves consistency of product quality
- ✓ Reduces costs and waste
- ✓ Captures more value



Reporting and recording on the farm verifies protein production practices

- ✓ U.S. raised, locally grown, breed
- ✓ Animal welfare and sustainability practices

Sampling and tracking at processing harnesses the precision of DNA-powered traceability to verify claims

- ✓ "Free from," organic, grass-fed
- ✓ Tenderness, eating quality

Demonstrating greater transparency with verification builds trust and loyalty with customers and consumers

- ✓ Increases brand performance
- ✓ Grows market share



Traced. Verified. Trusted.

Merck Animal Health is your partner for traceability and transparency solutions.

A USDA Process Verified Program, DNA TraceBack® Services include:

- Product traceback - Verification of claims
- Parentage traceback and verification
- Conformance reporting
- Grinds flow - Validation of meat grinding equipment focused on food safety

With undeniable precision, DNA TraceBack® provides a competitive advantage and unlimited possibilities to differentiate your brand with confidence.



For more information, please visit [our website](#).



DNA TraceBack® is the most advanced animal protein traceability technology on the market and supports supply chain integrity by verifying production claims. The exact origin of meat or seafood is verified all the way to individual cuts of meat served in restaurants and the retail case.

Consumers want more information to make informed decisions about the food they purchase, and transparency and traceability are important.¹



2 IN 3
CONSUMERS SAY

TRANSPARENCY & TRACEABILITY*

ARE EXTREMELY/
VERY IMPORTANT

It's so important that

84%

of consumers report they are willing to pay a

→ **5%** premium for transparency on the animal protein label.¹

Through unparalleled data insights, you gain new possibilities to increase transparency and build value and consumer trust.

Animal care and sustainability are important in purchasing decisions.



63%



55%

LEVEL OF IMPORTANCE
IN PURCHASING DECISION

LOW IMPORTANCE SOMEWWHAT IMPORTANT EXTREMELY IMPORTANT



¹Merck Animal Health, Research on file, 2022: Transparency in Animal Protein. A Quantitative Consumer Research Report.

Transparency: Knowing how food was grown, raised or made.

Traceability: The ability to track a food product and its ingredients from the farm to consumer purchase.