

DNA TraceBack® verifies the traceability of authentic Wagyu labeled beef

DNA TraceBack® is a game-changing traceability solution that uses nature's barcode — DNA — to precisely trace every cut from farm to table. Through unparalleled data insights, you gain new possibilities to increase transparency, building brand value and consumer trust.

CHALLENGE

American Wagyu Association (AWA) members have seen broad use of the Wagyu name on products that could potentially dilute the Wagyu experience. Members felt the need to protect their breed name and superior quality. AWA moved to implement quality and traceability standards for Wagyu claims to support members raising Wagyu and Wagyu influenced beef.

SOLUTION

AWA developed a USDA Process Verified Program to protect the Wagyu brand and create consistency through verification of parents and finished products. A DNA TraceBack® program was implemented to parentage-verify the eligibility of every animal registered in the program and also randomly verify finished products. Three different classifications of Authentic Wagyu are possible: Fullblood, Purebred, and Percentage based on the level of Wagyu genetic influence. The program ensures each animal meets the Moderately Abundant Prime quality grade as the minimum recognized standard through USDA Remote or in-person grading. The program was written to enable small processing facilities to grade carcasses broadening program accessibility.

RESULTS

A USDA Process Verified Program implements consistent verified points for use of the Authentic Wagyu name on the label. Verification samples are collected monthly to ensure finished products labeled Authentic Wagyu originate from animals that qualify for the program. This helps protect the Authentic Wagyu Brand and provides additional accountability to the program and transparency consumers can trust.

“

The Wagyu story is unique, and consumers expect superior beef quality. The Authentic Wagyu label ensures that quality, promising a memorable eating experience with every labeled package. Thanks to DNA TraceBack® verification, we can trace animals to their ancestors and ranch of origin, giving consumers confidence in their buying decisions.

Jerry Cassady
Executive Director
American Wagyu Association



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