

Aurora Packing Company and IdentiGEN Partner in DNA Traceability for Beef

North Aurora, Ill., July 21, 2011—Aurora Packing Company, the 70-year-old premium meat packer and producer of Aurora Angus Beef® in Aurora, Ill., has entered into a partnership with IdentiGEN North America to provide DNA-traceable beef for its U.S. and export customers. Aurora Angus Beef with DNA TraceBack® is being marketed to high-end restaurants and retail stores.

Angus origins are verified through the animal's unique DNA barcode, which is gathered using a food-safe sampling device at various stages of production, to quickly trace meat back to the animal of origin.

“Aurora is committed to delivering complete transparency to our customers,” said Lowell Zoet, VP & general manager of Aurora Packing Company. “We like DNA-based traceability because it offers foolproof assurances to consumers that Aurora Angus has been produced according to the highest standards as set forth in our program. “

DNA TraceBack enables retailers, meat producers, meat processors and food service outlets to respond to the growing consumer demand, both domestically and in export markets, for more information about where and how their meat is produced. IdentiGEN conducts DNA TraceBack analysis for U.S. and Canadian companies at its lab in Lawrence, Kan.

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About IdentiGEN North America

IdentiGEN North America, Inc., is a privately held, venture-backed company, and a leading provider of DNA-based solutions to the agriculture and food industries. It is based in Lawrence, Kansas. Through IdentiGEN's DNA-based TraceBack® system, retailers, meat processors, producers and local governments, for the first time, have the tools to unequivocally trace meat back to its source. Additional information can be found at www.identigen.com and www.dnatraceback.com.

About Aurora Packing Company

Aurora Packing Company is a 70-year-old company based in Northern Illinois. It is the sole and exclusive producer of Aurora Angus® Brand beef as well as other high-quality branded beef products, produced exclusively from Midwest beef.

Editor's Note: Graphics of the DNA TraceBack seal and Aurora Angus Beef logo, and photos of the DNA TraceBack process at IdentiGEN's lab in Lawrence, Kansas, are available by contacting mwells@wellscommunications.net.