

The Irish Farmers' Association has announced a world first 'DNA certified' programme for pigmeat that will expose misleading labeling and provide a guaranteed assurance for producers and consumers on the origin of pigmeat. The 'DNA Certified' programme will allow for the scientific assessment of the origin of pigmeat products by tracing actual pigmeat product rather than associated labels. Employing the expertise of IdentiGEN, who are pioneering the development of DNA based traceability solutions globally, the programme will involve the profiling of all boar samples using a proprietary panel of DNA markers and the development of a database that will contain the DNA of every Irish boar serving sows in the country.