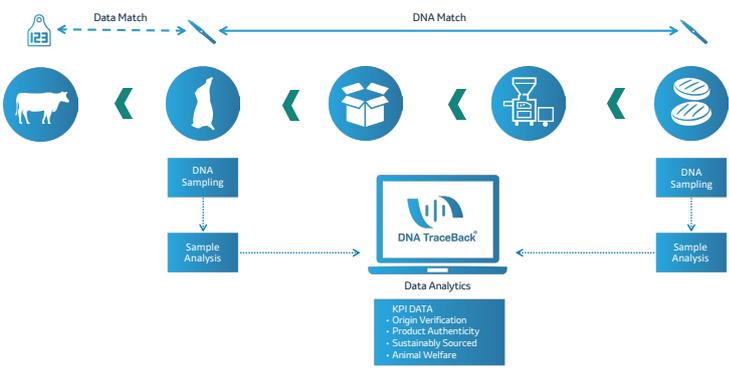


## DNA Traceability Supporting Increased Sales and Shopper Satisfaction for Leading British Retailer.

Challenge	<p>The 2013 beef adulteration challenges hit the European beef market hard with consumers left feeling uncertain about the quality and provenance of their food.</p> <p>M&amp;S was one of only a handful of UK brands not directly or indirectly involved, however to further strengthen its leading position, the retailer recognized the importance of securing the integrity of its supply chain and proving the provenance of its beef products.</p>
Solution	<p>M&amp;S recognised that robust traceability of finished retail products is not only essential to ensuring supply chain integrity but can lead to a more consistent and improved eating experience for beef consumers.</p> <p>After investigating many technologies, M&amp;S chose the DNA TraceBack® platform to trace its full range of beef products including complex products such as burgers, lasagne, pies and corned beef.</p> <p>MSD Animal Health implemented a robust traceability programme for M&amp;S through collecting DNA samples from M&amp;S primary beef suppliers and the carcasses which contribute beef to M&amp;S fresh and further processed ranges. This programme helped to reinforce a culture of compliance in the supply chain for all primary, added value and convenience products sold under the M&amp;S brand.</p> <p>With the DNA TraceBack® platform, M&amp;S became the first retailer in the UK to trace ALL of its beef and invested in a consumer communications campaign to share their traceability story and assure consumers of the high quality and provenance of the M&amp;S beef they are buying.</p> <div style="border: 2px solid #008080; padding: 10px; margin-top: 20px;"> <p>“DNA Traceability has allowed us differentiate our product, market our unique position and improve further, consumer confidence in the products we provide.”</p> <p><b>Steve McLean,</b> Head of Agriculture and Fisheries, Marks &amp; Spencer plc</p> </div>
Benefit	<p>The DNA TraceBack® platform provided M&amp;S with the capability to take any beef product directly from store and trace it back not only to its batch, but individual animal of origin and select farm.</p> <p>Due to the overwhelming success of the beef traceability programme, M&amp;S continues to benefit from increased sales and customer satisfaction in its beef products.</p> <p>The retailer has since extended its use of the DNA TraceBack® platform to seafood.</p>



<https://www.marksandspencer.com/c/food-to-order/adventures-in-food/beef-traceability> <https://www.youtube.com/watch?v=XHshA-sTKT0&feature=youtu.be>