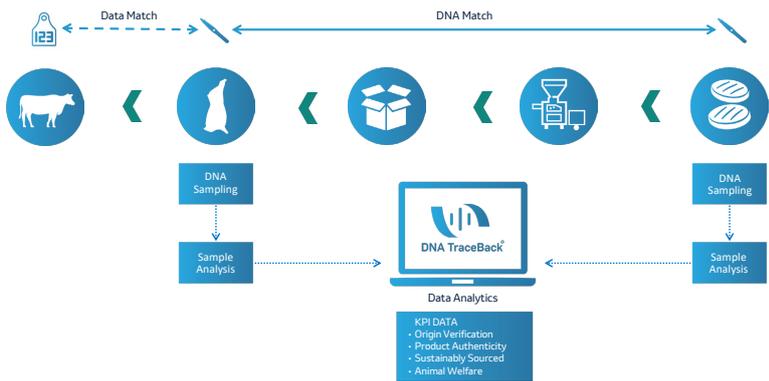# US Meat Processor Chooses DNA to Differentiate Premium Beef and Pork Claims.

Challenge

Consumers gravitating to claims that align with their values - social, environmental or nutritional - has created a strong increase in natural meat sales in US supermarkets.

Tyson Fresh Meats were looking for an opportunity to differentiate their premium Open Prairie® All-Natural Antibiotic and Hormone Free Beef and Pork range and maximise their growth potential.

The Open Prairie® Natural* Meats brand team understand customers and consumers want to know where their meat comes from and feel confident that they are choosing the best Never Ever fresh meat selection available.

Solution

Tyson Fresh Meats implemented the DNA TraceBack® platform to provide Open Prairie® customers with beef and pork traceable to its origin. The platform includes an online and mobile application that visualises the product journey back to the animal(s) which the Tyson commercial team utilises to demonstrate where meat sold under the Open Prairie® brand originates from, and deliver unparalleled transparency to their customers.

Data Match — DNA Match

DNA Sampling → Sample Analysis

DNA TraceBack®
Data Analytics

KPI DATA
- Origin Verification
- Product Authenticity
- Sustainably Sourced
- Animal Welfare

DNA Sampling → Sample Analysis

> "Through DNA TraceBack®, we're providing our retail and foodservice customers with scientific evidence that they're getting high quality, natural beef from animals raised the way we promised."
>
> **Kent Harrison, Vice President, Marketing and Premium Programs, Tyson Fresh Meats**

Benefit

Today, the Open Prairie® meat products from Tyson transport the value and the efforts made to this unique brand. DNA traceability enables Tyson to go the extra mile and to stand out from competition.

The DNA TraceBack® platform adds a true Unique Selling Point to the game and demonstrates the innovation and willingness of Tyson Fresh Meats to make a difference.

MSD Animal Health