



Verified Swiss - Flawless Transparency for a Country's Meat Supply.

Challenge

Whilst the Swiss meat industry has one of the costliest production systems, it benefits from a very sustainable production environment.

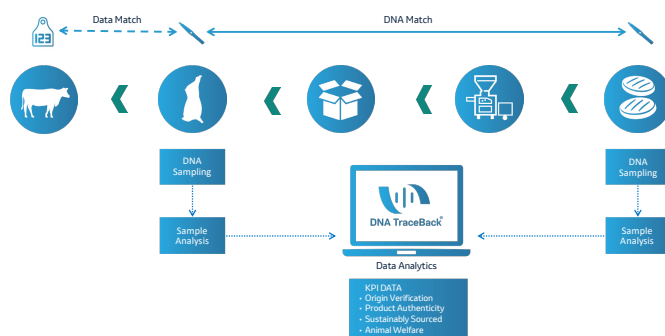
Recognising the importance of provenance and the opportunity to protect the benefits of its sustainable infrastructure, PROVIANDE, The Swiss Meat Industry Association wanted an accurate and precise validation method to support the statement "Swiss Meat Inside".

Solution

With an annual slaughter volume of about 600,000 head of bovine animals, including veal, and with well over 200 slaughterhouses, producers and corresponding processors, including all the most renowned ones, PROVIANDE took the lead to coordinate efforts towards a new transparency solution for the Swiss meat industry.

The Swiss team from IdentiGEN Ltd., an MSD Animal Health company, collaborated closely with stakeholders via a cross-functional working group to implement the DNA TraceBack® platform.

A 3-month pilot study including all key stakeholders demonstrated that the DNA TraceBack® platform provided an effective and precise solution for fresh primal cuts as well as minced and transformed meat. An industry wide transparency solution was established along the value chain within 12 months which includes key elements such as a Reference Sampling Plan based on all animals at slaughter, DNA analysis, a risk-based national sampling plan with its App, and a central online reporting tool.



"With the unique DNA TraceBack® solution, it is now possible for our whole meat industry to protect the investments made, to further foster B2B relationships, identify fraud and to provide the requested fact based trust to consumers in a way only DNA can do"

Heinrich Bucher, CEO Proviande

Benefit

PROVIANDE is the first association to implement DNA-based traceability at national level for beef, delivering trust across the meat value chain and supporting farmers, producers, processors and retail. The DNA TraceBack® platform has enabled the Swiss meat industry to leave the consumer in no doubt about the origin of their meat products. It also sets the basis for future success in eating quality, breeding programs and sustainability efforts of the industry.