VeriPrime™

Our Food Safety System

The Problem.

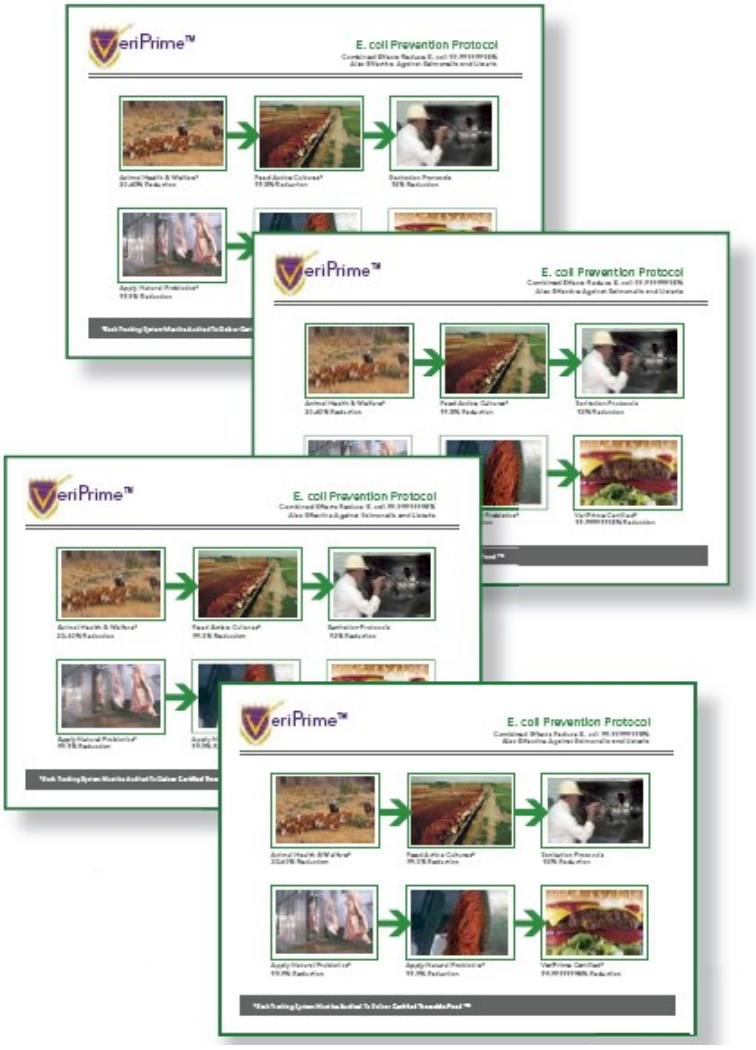
Each year, some 5000 people die from food borne illness. Contributing to this crisis is our massive food production and distribution systems that have grown more consolidated in recent years causing local problems to quickly be transported to sites across the country. In addition, globalization of the marketplace and increased imports of food products to satisfy our growing diverse population are pressuring the resources of our government food inspection system resulting in unsafe products entering our food supply. Because of these factors, food safety has become even more critical and difficult to achieve and monitor. Consumers have a right to assurance that the food they are feeding their families is safe.

How the System Works.

The VeriPrime™ Food Safety System, unlike programs that involve only inspection, works because it offers food safety protocols and prevention strategies along every step of the food supply chain from the farm to the consumer.

For example, a series of hurdles to prevent E. coli in cattle can be implemented. These might include an animal health and welfare protocol during the feeding period, feeding natural supplements for competitive exclusion, sanitation of trucks and animal handling facilities, best practices during processing including HACCP, and interventions in the processing facility. All of this is performed under the umbrella of independent third party audits.

The system is designed to be used for other specifications as well, including food security, such as prevention or detection of bio-terrorism, and food quality attributes, such as animal care.

The Science.

Each of the production protocols are based on years of scientific evidence. Leading researchers have concluded that the use of certain good agriculture practices is effective against pathogens in plants and animals, significantly reducing the potential for product contamination during harvesting. Studies also show that interventions in the processing plant can further kill pathogens during processing. The VeriPrime system ensures that VeriPrime Certified beef food products are traceable to their point of origin, and have been found in compliance with a rigorous set of scientific protocols targeting E. coli.