



Undeniable precision. Unlimited possibilities.

First traceable U.S. foodservice beef brand becomes fastest growing brand

DNA TraceBack® is a game-changing traceability solution that uses nature's barcode — DNA — to precisely trace every cut from farm to table. Through unparalleled data insights, you gain new possibilities to increase transparency, building brand value and consumer trust.

CHALLENGE

Consumer trends lead Performance Food Group (PFG) to look for ways to differentiate its brand in a competitive marketplace.

The answer is the development of PFG's premium Braveheart Black Angus Beef® brand.

PFG needs a partner who can verify:

- The authenticity of Braveheart Black Angus Beef® brand from the farm to the consumer's plate.
- The origin and handling throughout the supply chain ensuring consistent premium quality protein.

SOLUTION

DNA TraceBack® tracks Braveheart Black Angus Beef® through processing to ensure brand integrity.

- DNA identification is initiated at supplier level.
- Verification sampling takes place at several points along the supply chain to ensure authenticity of Braveheart Black Angus Beef.®
- Advanced supply chain insights and a continuous feedback loop between farmers, feedlots, processors, and PFG help identify the suppliers with the best quality beef.

RESULTS

Braveheart Black Angus Beef® becomes the first U.S. beef brand marketed as traceable back to Midwestern farms and the fastest growing brand for PFG - served in more than 18,000 restaurants in 900 U.S. cities.

DNA TraceBack® helps PFG protect brand integrity by achieving supply chain compliance from producers and processors.

PFG builds its reputation as a key innovator in the premium beef market, providing its customers with unprecedented product quality.



For more information,
please visit [our website](#).