



Truth lies within



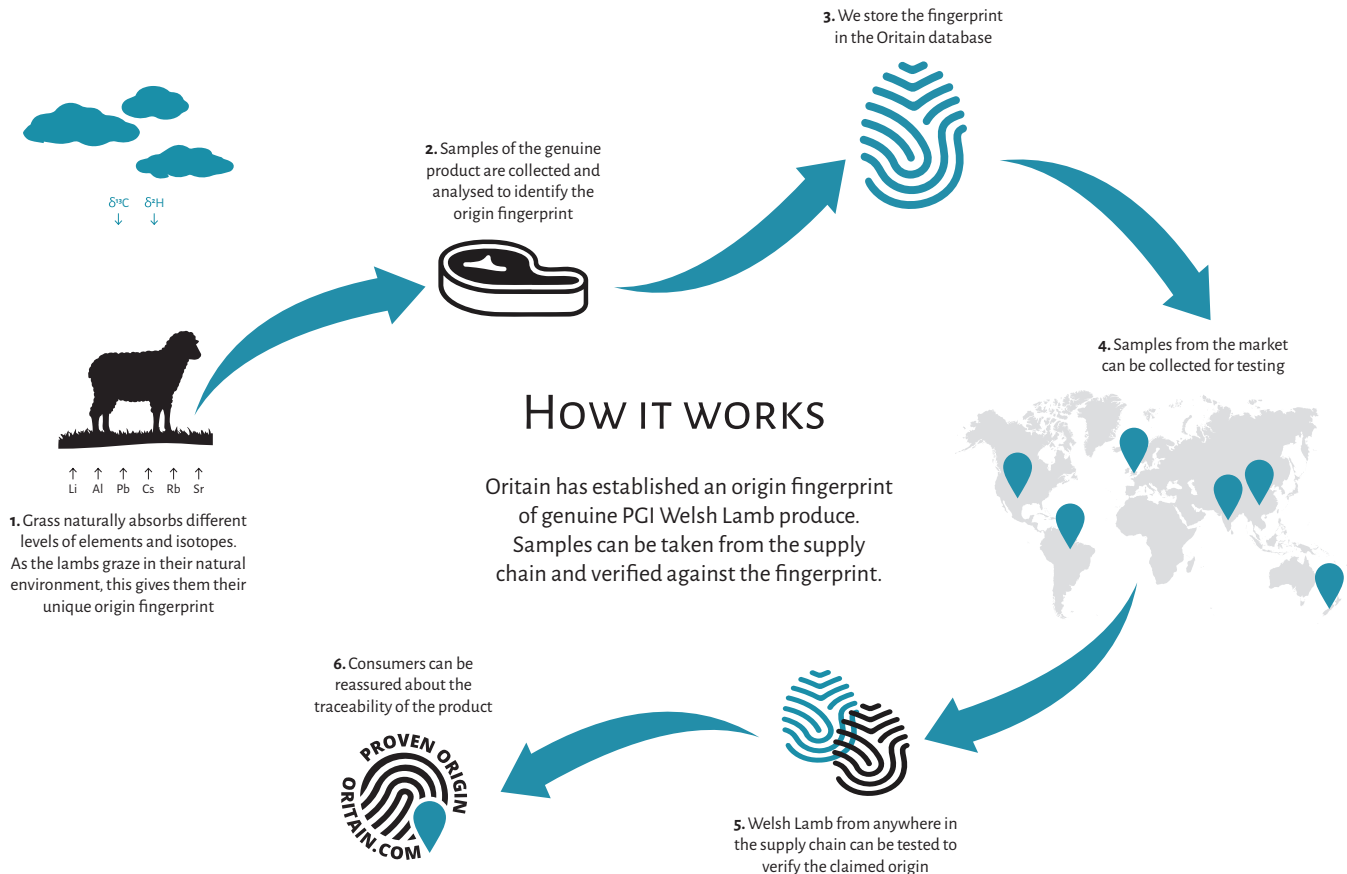
Traceability like no other

We've harnessed the power of science to provide a traceability solution unlike anything else. Rather than using packaging or labels like most traceability systems, we scientifically test the produce itself to determine where it comes from. Truth lies within.



HCC chooses Oritain for traceability

Hybu Cig Cymru – Meat Promotion Wales (HCC) are the guardians of the PGI (Protected Geographical Indication) designation for Welsh Lamb, a premium product, sold extensively in UK retail and foodservice and exported to Europe and worldwide. They partner with Oritain to prove the origin of Welsh Lamb, supporting their values of quality and traceability. Oritain have analysed samples of PGI Welsh Lamb to create an 'origin fingerprint'. HCC can audit Welsh Lamb from anywhere in the supply chain to verify the claimed origin.



ADVANTAGES OF THE ORITAIN METHOD



Oritain is well established in delivering for customers across a number of product sectors including food, fibre and pharmaceutical.

No changes to farming or processing methods are required.

Oritain measures what naturally exists in the product. The addition of foreign markers or additives is not required, nor are labels or barcodes.

For more information visit www.oritain.com

