



#ScienceHearted

# Staying current in a changing food safety landscape.

We are facing complex challenges every day with stricter food safety standards. Together, we can change our approach to food safety. *Campylobacter* and *Salmonella* are very different bacteria and we need a true multi-hurdle/multi-technology approach to meet performance standards and food safety goals, all while keeping employees and the environment safe.



The value of your brand isn't something to take lightly. Your partners and customers trust you to effectively fight bacteria, providing the highest quality product. But increasingly strict standards can make that a hard task.

Continuing the current approach is leading to:

- Inconsistent reduction of pathogens
- Selection for harmful antimicrobial resistance patterns
- Organoleptic issues
- Decreased yield
- Equipment corrosion

As an industry, if we do not take proactive control of our own food safety management systems and make the necessary changes, then regulatory agencies will do it for us.

## HERE TO HELP YOU.

As a partnering supplier, we understand industry concerns in producing a branded, wholesome, high-quality food product that is safe and affordable. We also understand the complexities in achieving specific performance standards.

Our team wants to partner with you to achieve a standard of excellence that protects your brand by providing you with data-driven, science-based support and innovative technologies to help make the right food safety decisions.

## SOLUTIONS ACROSS THE BOARD.

Arm & Hammer Animal and Food Production is your trusted food safety support partner from farm to package. ARM & HAMMER™ offers more than just a comprehensive food safety approach with pre- to postharvest interventions to improve safety and quality. It also provides Data Analytics to analyze trends, determine potential pitfalls, target interventions and conduct predictive modeling to improve food safety across the integrated poultry system.

## THE RISK REMOVER.

The ARM & HAMMER team brings years of industry experience and we understand the industry's day-to-day complex problems when meeting regulatory, consumer and customer needs.

- We provide hands-on, data-driven, science-based validation and multi-hurdle/multi-technology intervention solutions for the vertically integrated poultry system.
- Our approach brings scientific, facts-based solutions and our team has the knowledge and passion to help you achieve your food safety goals and desired outcomes.

## OUR SCIENCE-BACKED LINEUP.

AviBrom™ can be a part of a multi-hurdle/multi-technology approach to meet performance standards, increase or maintain your yield and quality, protect your brand, improve worker safety, and create a food safety solution to protect your brand name.



PassTrac™ Analytics is a data-driven integrated systems approach to help companies improve the management of their operational processes, including areas such as food safety, product quality, animal welfare and production performance.



Finalyse™ SAL is an antimicrobial that uses phage technology to reduce *Salmonella* in poultry processing. It is safe for workers, equipment and the environment and is easily integrated into a current antimicrobial intervention process.



To learn more about staying current in a changing food safety landscape contact your ARM & HAMMER™ representative or visit [AHfoodchain.com](http://AHfoodchain.com).