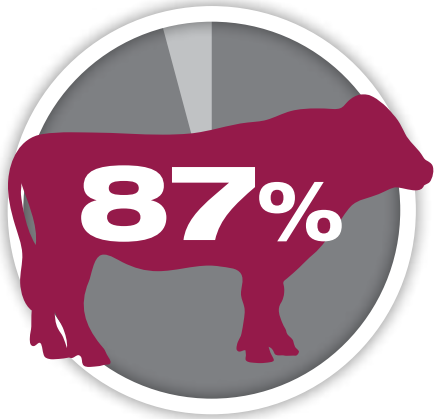




# Produce safer red meats.



**87%** OF BEEF CARCASSES TESTED POSITIVE FOR *E. COLI* IN PRE-EVICERATION SAMPLING<sup>1</sup>

**DANGEROUS BACTERIA LIKE *E. COLI* AND *SALMONELLA* CAN WREAK HAVOC ON YOUR PLANT.**

48 million cases of foodborne illnesses occur in the U.S. every year.<sup>2</sup> Since 1982, there have been more than 100 outbreaks of *E. coli* O157 documented. Of those, 52% have been attributed to foods derived from cattle.<sup>1</sup>

## WHAT IF YOU COULD CONFIDENTLY REDUCE MICROBIAL COUNTS WITH ONE SAFE AND EFFECTIVE ANTIMICROBIAL?



### CONTROL BACTERIA.

What if you could reduce *Salmonella* and *E. coli* levels through each step of the processing facility?



### RELY ON ONE EASY SOLUTION.

What if you could use one effective product in hide, pre-evisceration, carcass, head wash and spray chill interventions?



### MINIMIZE IMPACT.

What if you could use an antimicrobial with no detrimental impact on workers or equipment?

## THE PROOF IS IN THE RESEARCH.

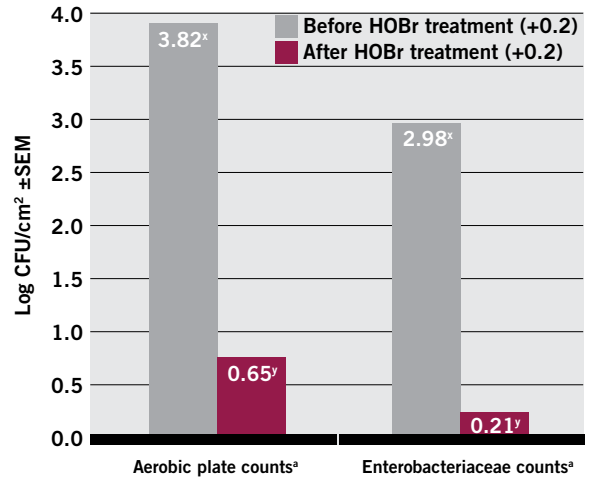
As a broad-spectrum, post-harvest antimicrobial, BoviBrom® has been proven effective in reducing levels of *Salmonella* and *E. coli* O157:H7, O26, O45, O103, O111, O121 and O145.

BoviBrom is compatible with concrete, stainless steel and PVC, and is suitable for use in spray chill environments with no impact on floors, valves or cooling units at recommended concentrations.

## SAFE FOR WORKERS.

Only BoviBrom requires no chemical mixing or activation and, thanks to its near-neutral pH and non-offensive odor, doesn't require ventilation at the point of application. Free-flowing nuggets dissolve in most water temperatures to form an HOBr solution.

### Log reductions of aerobic plate counts, *Enterobacteriaceae*, with BoviBrom solution<sup>3</sup>



<sup>a</sup>Un-inoculated, pooled data from 3 days of samples from beef carcasses at a commercial beef plant before and after BoviBrom solution cabinets  
<sup>b</sup>Means with different superscripts within data set are different



~~~~~  
We are powered by ARM & HAMMER's #ScienceHearted vision to meet the growing need for a safe and affordable food supply. Trust us for innovative food safety solutions to reduce the incidence of common pathogens in animal protein products. To find out all the benefits of BoviBrom and contact a rep, visit [PassportFoodSafety.com](http://PassportFoodSafety.com).  
~~~~~

1 Elder RO, Keen JE, Siragusa GR, Barkocy-Gallagher GA, Koohmaraie M, Laegreid WW. Correlation of enterohemorrhagic *Escherichia coli* O157 prevalence in feces, hides, and carcasses of beef cattle during processing. *Proc Natl Acad Sci U S A* 2000;97(7):2999-3003. Available at: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC16181/>.

2 Burden of Foodborne Illness: Findings. Centers for Disease Control and Prevention. Available at: <https://www.cdc.gov/foodborneburden/estimates-overview.html>. Accessed June 14, 2018.

3 Yang X, Pittman CI, Penham CC, Woerner DR, Geomaras I, Belk KE. Efficacy of BoviBrom Using Surrogates in a Bone Wash Cabinet - Data Summary. 2013. Data on file.