

# Industry Leader Joins Passport Food Safety Solutions

## FOR IMMEDIATE RELEASE

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WEST DES MOINES, Iowa, May 11, 2017 – Today, [Passport® Food Safety Solutions, Inc.](#) announced the addition of a new industry professional to lead PassTrac Analytics.

Dr. John Ruby joins the Passport team as Vice President of [PassTrac® Analytics](#) where he'll be responsible for leadership and growth of the PassTrac Analytics platform by utilizing novel analytical and predictive modeling to create value for meat protein customers.

With more than 15 years of food safety experience, Ruby built his career at JBS, working in a scientific capacity as liaison with government agencies and most recently as Vice President of Technical Services where he provided oversight for food safety, quality, microbiology and animal welfare programs. Ruby received a Ph.D. in Food Microbiology from the University of Wisconsin-Madison.

"John has a proven track record in executive leadership and strategic planning within the food safety industry, and his expertise is a real asset to our growing team," says Tom Nicholson, CEO, Passport Food Safety Solutions. "He'll play an essential role in broadening the scope of our PassTrac Analytics platform here in North America and as we expand into other global markets."



## PassTrac Analytics Uses Artificial Intelligence to Reduce Food Safety Risk

Passport offers the only advanced analytics system built specifically for food safety. Leveraging powerful artificial intelligence (AI), PassTrac Analytics provides specific, "data-driven" solutions to reduce food safety risk. PassTrac's novel analytical capabilities, coupled with industry expertise, provide valuable insights to help our meat protein customers more effectively manage their food safety programs.

Predictive analytics utilizes AI that powers automation to accurately identify potential high-risk situations long before they happen. Prescriptive analytics combines predictive modeling with food safety industry expertise to reveal the optimal actions to take to lower pathogen levels and reduce risk to the plant.

The only company of its kind, Passport Food Safety Solutions offers a novel food safety analytics platform; a broad product portfolio with the latest food safety innovations; and a unique system for evaluating and commercializing new technologies. Passport Food Safety Solutions, Inc. is headquartered in West Des Moines, Iowa.

For more information about PassTrac Analytics and Passport Food Safety Solutions, call 515-334-8035, email [moreinfo@PassportFoodSafety.com](mailto:moreinfo@PassportFoodSafety.com) or visit [PassportFoodSafety.com](http://PassportFoodSafety.com).

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## About Passport Food Safety Solutions, Inc.

Headquartered in West Des Moines, Iowa, Passport Food Safety Solutions offers an innovative systems approach to help meat packers and processors develop practical solutions that consistently meet stringent food safety standards. The only company of its kind with 100 percent of its business focus on

stringent food safety standards. The only company of its kind that 100 percent of its business focuses on food safety, Passport Food Safety Solutions offers insights from plant-specific and industry-benchmark analytics; a broad product portfolio with the latest food-safety innovations; and a unique system for evaluating and commercializing new technologies. For more information, visit [PassportFoodSafety.com](http://PassportFoodSafety.com).

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Passport Food Safety Solutions, Inc. offers an innovative systems approach to help meat packers and processors develop practical solutions that consistently meet stringent food safety standards.

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