

Passport Food Safety Solutions Partners with Predictive Analytics Innovation Leader PurePredictive

WEST DES MOINES, Iowa, August 2, 2017 — [PassTrac® Analytics](#), a division of [Passport® Food Safety Solutions, Inc.](#), announces its exclusive industry partnership with [PurePredictive®](#), an innovative company that uses a powerful predictive modeling and prescriptive analytics technology for meat protein companies to enhance their food safety programs and operational efficiencies within their operations.



"Managing food safety systems is increasingly more complex. Historical methods to track and analyze traditional food safety indicators are reaching their limitations. Customers need innovative solutions to help them," says John Ruby, Vice President, PassTrac Analytics. "This innovative technology from PurePredictive enables PassTrac to take analytics well-beyond anything currently being done in the food safety industry. We can provide critical insights that meat protein companies need in order to make the most proactive and cost-efficient decisions possible."

PassTrac Analytics can help packers and processors reduce the presence of pathogenic bacteria such as Shiga toxin-producing *E. coli* and *Salmonella*. First, microbial data is received from the plant, and PassTrac Analytics enhances it with relevant operational and environmental data. Then, it uses PurePredictive's advanced patented technology to find patterns that would otherwise go undetected by a data expert using traditional statistical techniques. The insights created from these models identify opportunities to optimize food safety programs, to reduce risk and to enhance profitability for the plant.

"Our patented predictive modeling technology is unique in providing remarkable precision with greater speed. While it has been applied effectively in other industries, food safety presents a unique opportunity to make a momentous difference," says Trajan Bayly, CEO at PurePredictive. "By adding PurePredictive's innovative technology to PassTrac Analytics' deep industry expertise and powerful analytical capabilities, Passport Food Safety Solutions will be able to help meat protein companies not only reduce their risk, but proactively reduce foodborne pathogens more effectively and economically than the industry has been able to do before now."

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, with offices in College Station, Texas, and Rio Verde, Goias, Brazil.

For more information about PassTrac Analytics and Passport Food Safety Solutions, call 515-334-8035, email moreinfo@PassportFoodSafety.com or visit 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 a total focus 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.

About PurePredictive, Inc.

PurePredictive is a predictive and prescriptive analytics company that applies its transformational patented technology to exponentially increase the insights that can be gained from data to help companies take the specific, proactive actions that will improve their operations and achieve significant business impact. For more information, visit PurePredictive.com.

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