

NEWS from NEOGEN



FOR THE MEAT INDUSTRY

NEOGEN CORPORATION
a Leader in Food and Animal Safety Solutions

Enhanced rapid test for *E. coli* O157:H7 receives AOAC approval

Neogen announced that its enhanced rapid test for *E. coli* O157:H7 has received approval from AOAC International.

Neogen's test kit, Reveal 2.0 for *E. coli* O157:H7, provides the food industry a quick, accurate and easy method of detecting this pathogen without compromising sensitivity or specificity. The AOAC's process validated the accuracy of the Reveal 2.0 for *E. coli* O157:H7 system when testing food samples.

"The AOAC approval further validates our test as an invaluable tool to food producers," said Neogen's Ed Bradley. "The system cuts the wait time for results and eliminates the potential for cross-reactivity with *E. coli* O157 non-H7 or common cross-reactors like *Citrobacter*."

The Reveal 2.0 for *E. coli* O157:H7 system provides results in 12 to 20 hours, with only 15 minutes of test development time. The system uses Neogen's new proprietary media which is specifically balanced for use with this test.

In the AOAC study, Reveal 2.0 for *E. coli* O157:H7 was found to be an effective procedure for the detection of *E. coli* O157:H7 in 65 and 375 gram samples of raw ground beef and beef trim.

The testing system utilizes a new antibody sourced from the USDA and incorporates USDA-specified sample sizes with reduced media volumes for more manageable samples.



Also, the test does not require a heat kill step, which reduces the time to results and sample touch time.

The foodborne illness caused by *E. coli* O157:H7 is generally due to eating raw, incompletely cooked, or cross-contaminated foods. Neogen's comprehensive line of products it offers to the food industry also includes a full line of agricultural cleaners and disinfectants, and rodenticides to stop the spread of infectious disease from animal to animal and from production facilities to the consumer.

Reveal 2.0 for Salmonella also received AOAC approval. Read more on pg. 2



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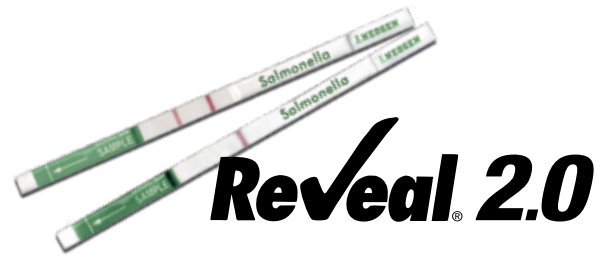
AOAC validates performance, accuracy of Reveal® 2.0 for Salmonella

Neogen's enhanced rapid test for *Salmonella* has received approval from AOAC International.

Neogen's new test kit, Reveal 2.0 for *Salmonella*, provides the food industry a quick, accurate and easy method of detecting this pathogen without compromising sensitivity or specificity. The AOAC's process validated the accuracy of the Reveal 2.0 for *Salmonella* system when testing food, rinse water and environmental samples.

"The Reveal 2.0 for *Salmonella* system cuts the wait time for results to just 24 hours, with only 15 minutes of test development time following enrichment," said Neogen's Michael Wendorf.

In the AOAC study, Reveal 2.0 for *Salmonella* was found to be an effective procedure for the detection of *Salmonella enterica* in raw ground turkey and beef, hot dogs, chicken carcass rinse water, raw shrimp, ready-to-eat meal products, dry pet food, ice cream, fresh spinach, cantaloupe, peanut butter and sprout irrigation water, and on stainless steel surfaces.



"The Reveal 2.0 *Salmonella* test system greatly simplifies the *Salmonella* testing protocol by instituting comprehensive sample enrichment procedures that apply to most sample commodities," said Wendorf.

The foodborne illness caused by *Salmonella* is generally due to eating raw, incompletely cooked, or cross-contaminated foods. *Salmonella* bacteria is the most frequently reported cause of foodborne illness.

Neogen's comprehensive line of products it offers to the food industry also includes a full line of agricultural cleaners and disinfectants, and rodenticides, to stop the spread of infectious disease from animal to animal, and from production facilities to the consumer.

Puzzle Pen

Find the following words in our farm-fresh word find:

- | | |
|---------------|---------------|
| Bacon | Cow |
| Moo | Oink |
| Pig | Piglet |
| Steak | Hog |
| Burger | Swine |
| Ham | Beef |
| Pork | Heifer |

A	S	V	B	M	E	T	P	Y	G	L	J	S	Y	P
Z	S	P	E	B	F	L	O	R	L	Y	W	E	Y	I
C	A	N	B	A	S	F	R	H	W	C	O	B	W	M
B	F	O	O	C	Y	Y	K	E	X	S	W	I	N	E
P	G	M	W	O	C	V	E	I	Y	R	T	C	Z	H
D	U	H	A	N	K	C	O	F	A	Y	G	O	O	T
R	S	A	Z	M	T	G	Y	E	A	N	H	N	K	Q
Y	P	M	W	O	W	T	R	R	P	B	S	I	N	E
O	L	R	E	P	I	G	E	C	O	W	W	E	E	I
U	W	S	R	U	C	F	P	I	G	L	E	T	R	H
I	B	D	T	I	G	H	L	P	T	U	V	X	C	O
Q	E	C	K	S	T	E	A	K	C	V	E	H	J	G
A	E	E	F	M	Y	Q	N	M	O	O	Y	E	R	H
D	F	R	R	O	I	N	K	T	Y	U	H	P	Q	R
X	W	E	Q	D	R	Z	Y	P	B	U	R	G	E	R

Reveal® for Salmonella to be phased out by May 31

With the exciting news that the AOAC has validated the accuracy of Reveal 2.0 for *Salmonella*, we will be phasing out our Reveal for *Salmonella* testing system over the upcoming months. The test is planned to be fully discontinued by May 31, 2011.



Wendorf

We developed Reveal 2.0 for *Salmonella* to provide the food industry a quick, accurate and easy method of detecting *Salmonella*, while maintaining and even improving upon the accuracy, specificity and sensitivity you expect from Neogen tests.

Michael Wendorf, marketing manager for Neogen's line of pathogen tests, gives us the scoop on the enhanced testing systems for *Salmonella*, *E. coli* O157:H7 and *Listeria*:

Aside from Reveal 2.0's new naked strip design, what are the biggest improvements with Reveal 2.0?

Reveal 2.0 really demonstrates our ability to listen to our customers' needs and desires. From day one it was designed for better strip-to-strip results and consistency, because that is something we know our customers need. We've also made great progress with our enrichments. For example, we now have single-step enrichments for environmental samples

and our *E. coli* O157:H7 test now requires less media for more manageable samples.

What should someone consider when implementing a pathogen-testing program?

First, you need to make sure that you're using a procedure that matches up well with your workflow. Second, you need to know what you're going to do with the results. What measures are in place if you do get a positive result?

What do I need to do to make the switch from Reveal to Reveal 2.0?

Contact your Neogen sales representative to order your new Reveal 2.0 testing kits. The switch will have no impact on your sample preparation and work flow, and you can continue to use the Reveal AccuScan III reader with Reveal 2.0 with the use of a cartridge adaptor. If you have any questions or concerns about this change, please do not hesitate to contact Neogen.

With all of these changes, what is next?

Neogen's focus over the years has been antibody based and while we still see great utility in this testing format, as seen with the 2.0 line-up, we continue to explore new options. There is a lot of exciting technology out there right now, so we are focusing on what makes the most ideal tools for our customers.

The next generation of ATP sanitation monitoring

AccuPoint²

Real-time ATP cleaning validation
and tracking system from the leader in ATP
sanitation monitoring systems

- Consistent, reliable test results and accurate record keeping to maximize the effectiveness of your sanitation programs
- Up to 999 unique test sites can be accommodated
- Real-time random site selection picks sites to be tested at random in your facility



Our Sales Team

Neogen's Meat, Poultry and Seafood sales group is backed by unparalleled teams of experienced technical support and research and development personnel, and we offer the most comprehensive line of food, feed and animal safety and quality testing products.

Please feel free to contact us at any time about anything that you may read in this publication, or about any safety and quality testing issue.

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Neogen's growth continues in 2011

Due to our expanding operations, we are now looking to fill inside sales and territory development positions.

Our team's success has led to Neogen being repeatedly named to Forbes' list of the Best Small Companies in America, and as one of Fortune's 100 Fastest-Growing Companies in the world.

For more information, visit www.neogen.com or contact John Heller at 800/234-5333 or jheller@neogen.com.



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