



**iso-trace**

**NEW ZEALAND LIMITED**

<http://www.isotrace.co.nz>

# Location

University of Otago campus, Dunedin

Centre for Innovation

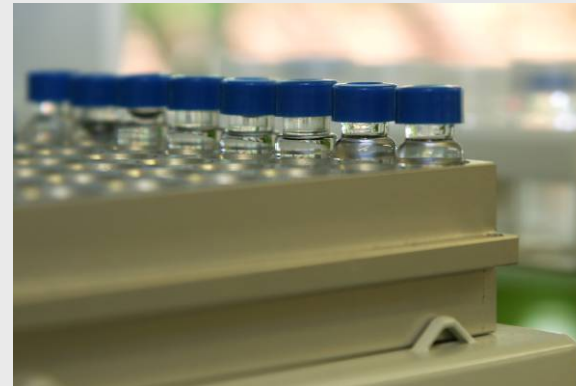


Backed by University of Otago

# Background

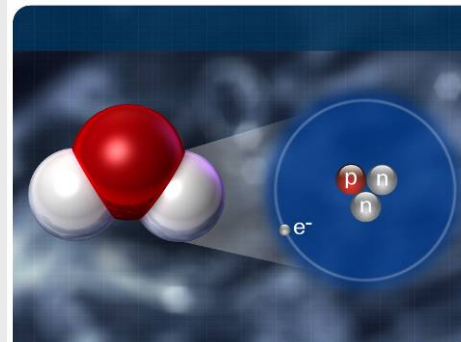
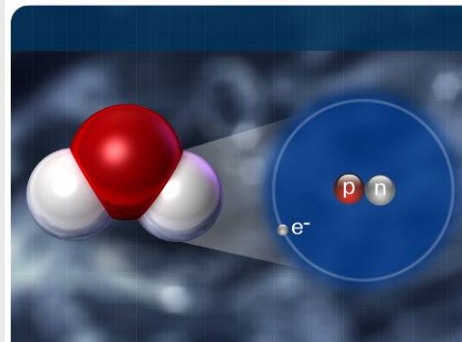
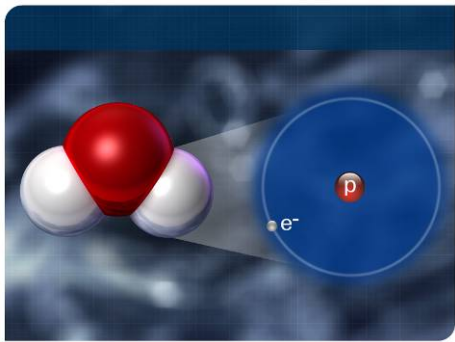
🌸 Isotopes

🌸 Iso-Trace



# What are isotopes?

🌸 Atoms of the same element with differing mass



🌸 Naturally occur in biological material

🌸 Light / heavy / trace elements

# Iso-Trace New Zealand Ltd

🌸 Broader aspects

🌸 Specific to meat → deer



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# Relevance

🌸 EU consumer preference

🌸 point-of-origin

🌸 Market access



# Issues

- 🌸 EU protected origin legislation

  - 🌸 Compulsory point-of-origin

  - 🌸 Specific protocols and methods

- 🌸 Mislabelling – what if ??



# Opportunity for New Zealand

🌸 Get ahead of market need

🌸 Improve product image

🌸 Strengthen our brand

🌸 Solution to substitution



# What to do?

- ✿ Continue the point-of-origin process
- ✿ Follow the EU's protocols





# Where does Iso-Trace fit in?

## MeatMap



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# Process

Identify sampling regime

Time frame

Access to results