

FOR IMMEDIATE RELEASE

DNA Traceability Research to Provide State-of-the-Art Food Safety Solution

Fredericton, N.B., October 31, 2006 - RPC is collaborating with Cooke Aquaculture, a New Brunswick-based producer of farmed Atlantic Salmon, to develop an innovative DNA-based traceability system that will enhance Cooke's existing traceability system. Cooke's current traceability system conforms to industry regulatory standards in all its markets, and enhancement of this system will provide industry-leading technology to ensure Cooke's stock tracking system remains state-of-the-art. The system will incorporate new DNA technology to facilitate tracking of their stock and individual fish within the hatchery and throughout all phases of production. DNA traceability will allow Cooke Aquaculture to track individual fish and to verify its larger animal lot tracking system. RPC will be working with Cooke to determine the unique 'DNA barcode' for each fish. This DNA bar code will remain with the fish throughout its life and will facilitate tracking of individual animals.

The research promises to revolutionize food traceability and contribute to food safety. The research has already captured national and international attention and was highlighted at the Second Annual Food Traceability Summit in Toronto on October 18-19th, 2006 where Dr. Rachael Ritchie, Head of RPC's Food, Fisheries & Aquaculture Department, was invited to make a presentation on "DNA traceability: Revolutionize the way you can track products". The presentation highlighted RPC's DNA genotyping expertise and related technologies that can be used to track livestock through out all stages of production: from egg to plate. The summit, put on by the Strategy Institute, was attended by leaders from some of North American's most successful food producers and captured the attention of the participants who are intent on adopting innovative solutions to address food safety concerns.

At the conference, animal tracking was highlighted along with technologies for tracking food during processing and monitoring food integrity during shipping. A traceability system is seen as a way to ensure the safety of food from production to retail outlets and to ensure prompt response in cases of recalls. Indeed, recent food scares such as BSE and the recent E.Coli tainted spinach have highlighted the importance of a sound food traceability system. However, Ritchie said many companies are finding other benefits to development of a food traceability system including increased production efficiencies, decreased insurance costs, improved inventory control and access to new markets.

Ritchie said she expects increased focus on food safety in the coming years and believes it will be important for New Brunswick companies to anticipate challenging consumer demands and industry regulations to be competitive locally, nationally and internationally.

RPC is an independent contract R&D and technical services organization located in Fredericton, NB. RPC's complement of 100 scientists, engineers and technologists are supported by a 13,000 sq. meter facility housing world-class analytical chemistry and material-testing laboratories. RPC is accredited by various organizations including SCC and CAEAL and is ISO 9001:2000 certified. Success in accreditation programs assures our clients that our services can be relied upon to meet all essential standards of quality.

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Cooke Aquaculture is an independent family-owned aquaculture company based in Blacks Harbour, New Brunswick with 1200 employees, more than \$200 million in annual sales and operations in the Atlantic Provinces and the State of Maine. The company also farms cod and is expanding its use of integrated multi-trophic aquaculture farming operation which is an innovative approach where kelps, mussels and salmon are grown on the same site with a view to enhancing and productivity and environmental sustainability.

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