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Mark Swanson, executive vice president of Optibrand, recently returned from Japan where he was part of the team working with Kiyota Beef. “Optibrand’s technology is recognized as the gold-standard for traceability and source verification,” he said. “The high level of interest we have seen among Japanese beef producers, importers and retailers is a direct result of the security provided by retinal identification.”

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Founded in 1998, Optibrand Ltd., LLC is based in Fort Collins, Colorado and is the originator of the world’s only retinal scanning system for livestock identification. Producers can use any identifier including retinal patterns, RFID tags, bar-coded tags, even preprinted or handwritten panel tags. The GPS receiver establishes a time, date and location trail for all animals while tamper-resistant retinal identification satisfies the most demanding customers. Producers can enter, recall and edit critical production data from thousands of animals. Optibrand® technology can function as a stand-alone traceability system or by providing producers and processors with the means to improve and verify the performance of tag-based systems. More information and downloadable images of the Optibrand’s Secure Source Verification™ system can be viewed at www.optibrand.com.