Building the science for fairer cattle markets

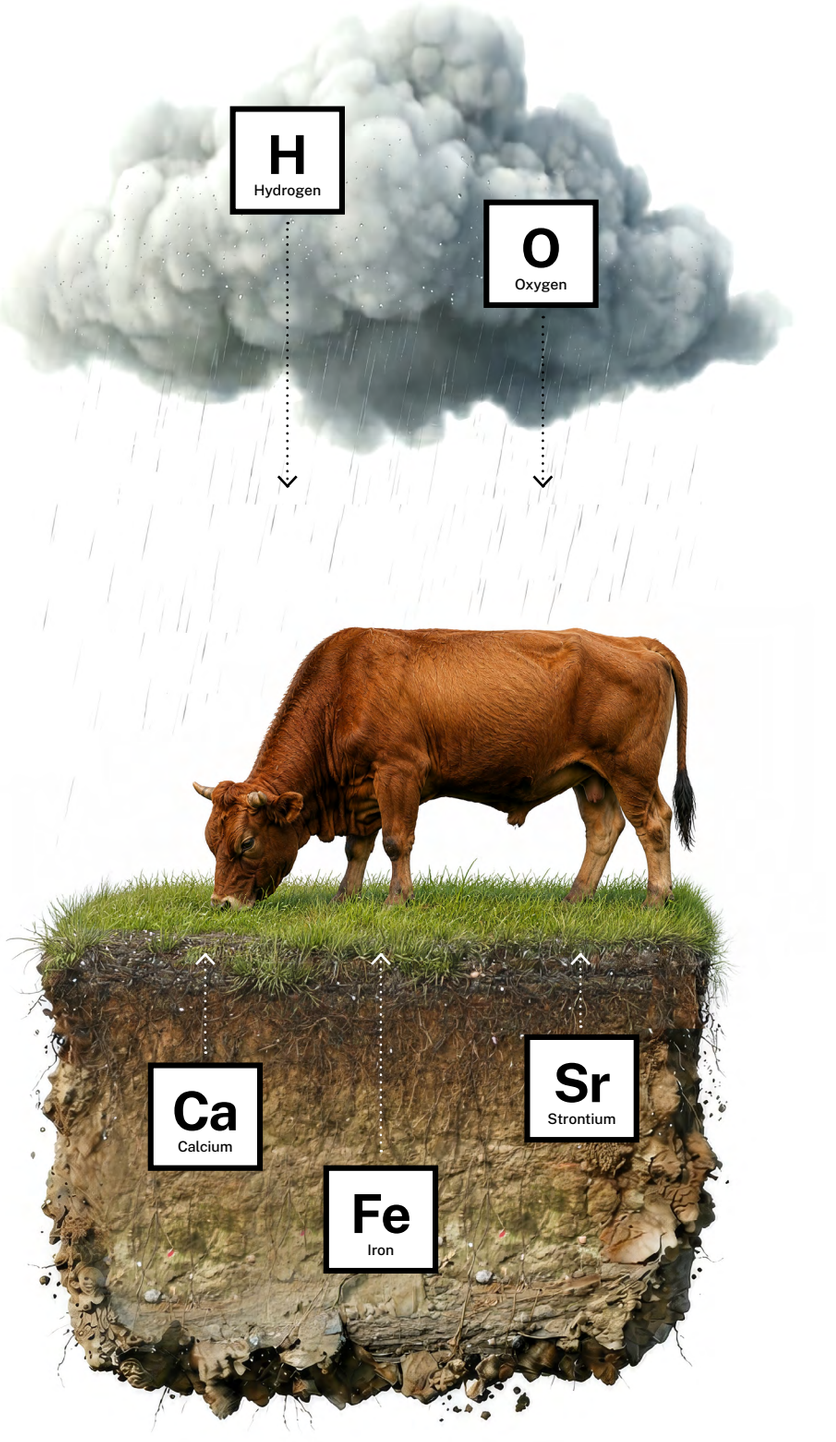
Help develop independent origin testing for beef, leather and collagen.

OCTOBER 2026

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How World Forest ID verifies origin

Plants and animals absorb elements from their environment, creating chemical signatures shaped by climate and geology. World Forest ID is an independent non-profit that analyses known-origin samples to build models for testing product origin claims. We already work with timber and other commodities, and are now exploring this approach for cattle.



From animal tracking to product verification

Regulations addressing deforestation are increasing scrutiny of cattle-product origin. We're investigating whether chemical testing can independently verify where cattle were raised, helping legitimate producers substantiate origin claims, protect their reputation and maintain market access.

PLANNED SAMPLING INCLUDES: South America, North America, Asia, and Europe



Ear tags trace the animal, but that link can be lost after slaughter.

Chemistry could help verify where a product came from.



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Why participate?

FAIRER COMPETITION — Help develop scientific tests that could challenge misleading origin claims.

NUTRITIONAL INSIGHTS — Meat testing to assess mineral content and nutritional characteristics.

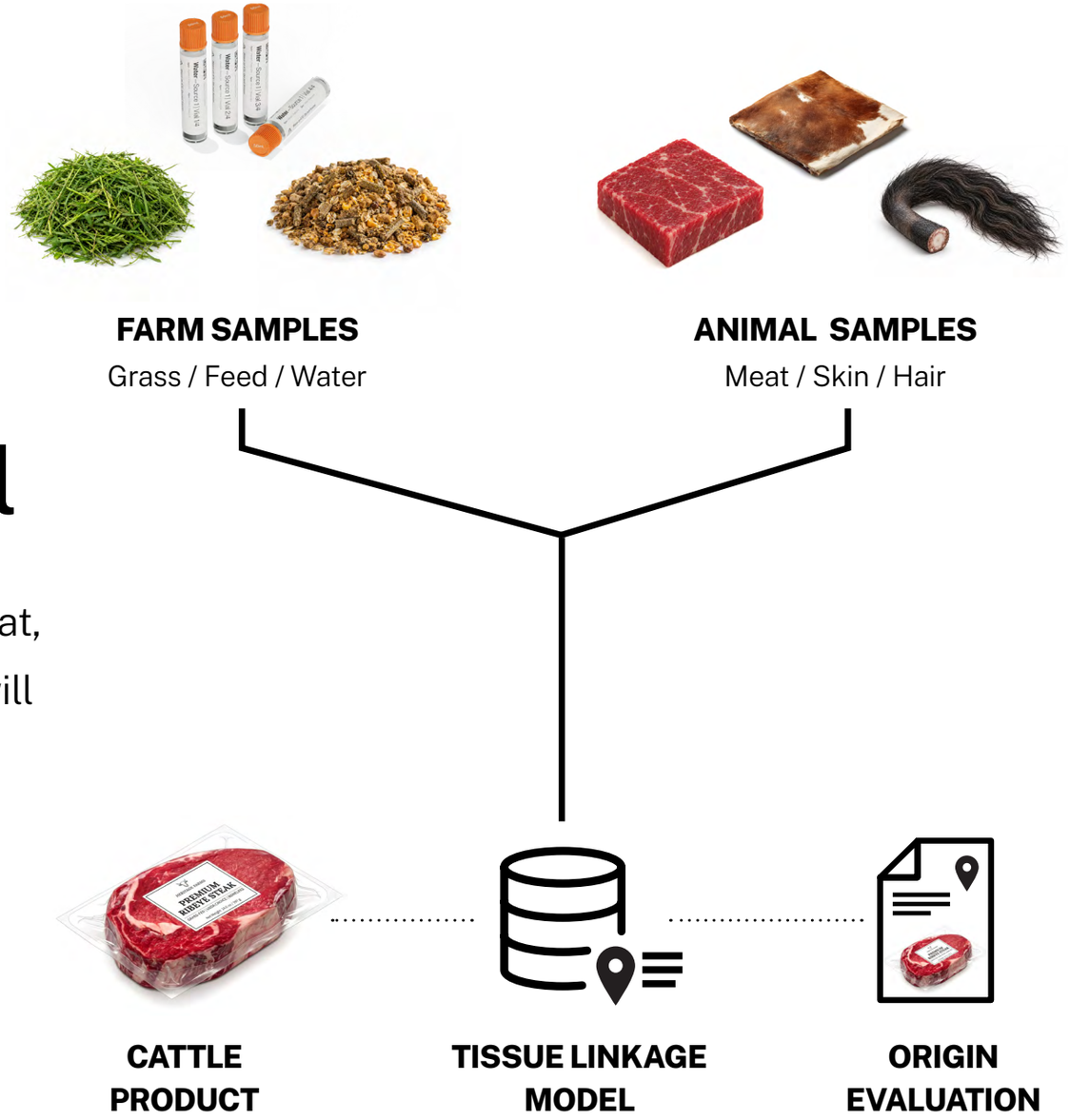
INDUSTRY LEADERSHIP — Help shape practical origin testing for the global cattle industry.

CONFIDENTIALITY — Results remain confidential. Only agreed or anonymised findings are shared.

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Building the origin model

We link grass, feed and water samples from a farm to meat, skin and hair from five cattle. Analysing their chemistry will help us develop models to verify cattle-product origin.



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What we’re collecting at farms

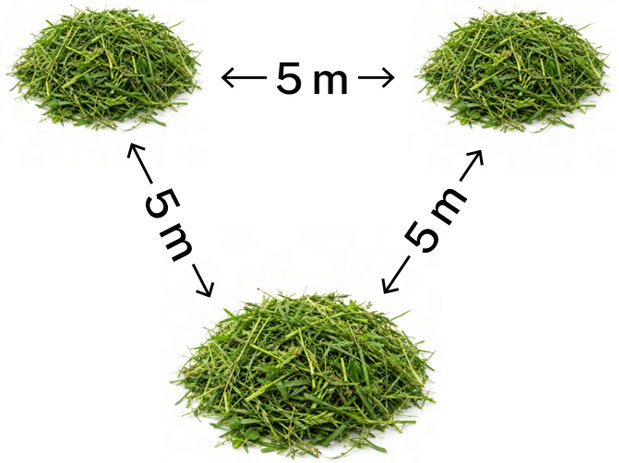
FEED WATER

200 ml total per source.



PASTURE GRASS

3 samples per grazing site,
at least 5 m apart.



DRY FEED

2 full handfuls per feed type.

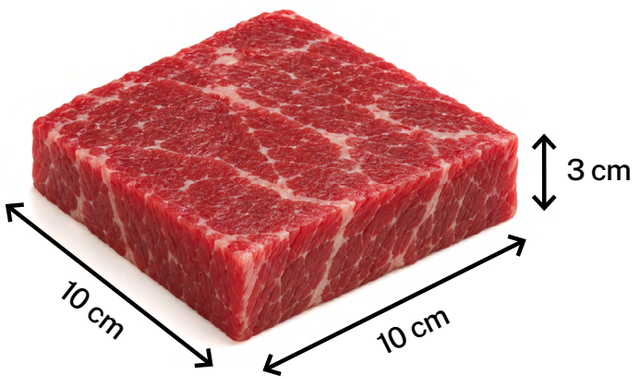


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What we’re collecting at slaughter

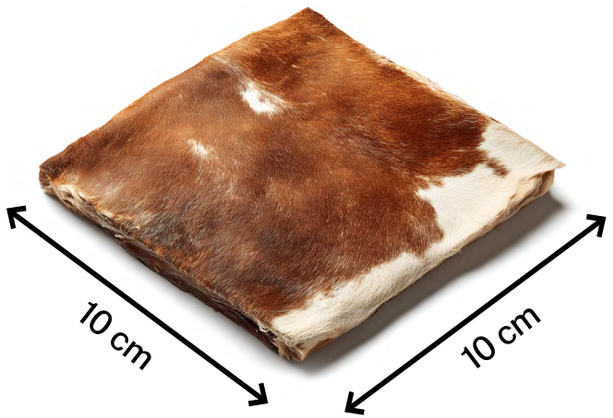
MEAT

At least 10 × 10 x 3 cm per animal.



SKIN

At least 10 × 10 cm per animal.



TAIL

whole tail switch per animal.



Meat, skin and tail samples must be matched to the same animal.

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Maintaining the farm-to-animal link CRITICAL



DRY FEED

PASTURE GRASS



FEED WATER

Each animal's samples must be linked to its farm.



SKIN



MEAT



TAIL

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Phase 1 collection targets

One sample set = 1 farm + 5 cattle

Regional target — 5 farms + 25 cattle

Globally — 25 farms + 125 cattle

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How to take part

We adapt sampling to fit farm and abattoir operations, minimising disruption. Participation is free, with funding available to help cover your costs. We coordinate collection and analysis and provide confidential results.

REGISTER YOUR INTEREST



Contact: laura.vanarsdel@worldforestid.org Website: worldforestid.org/cattle

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