

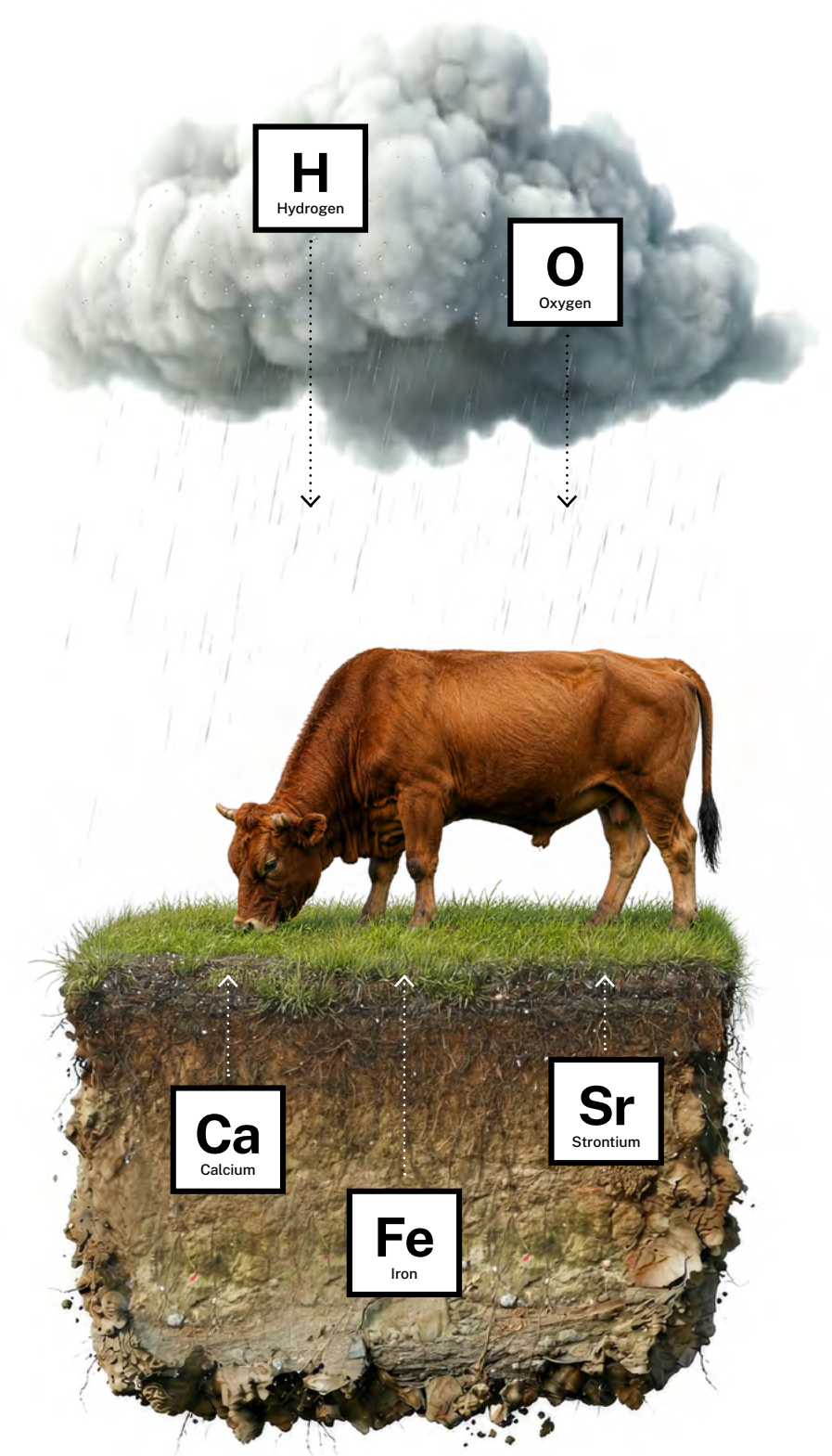


Help build the science to verify cattle origin

ENGLISH — 6 AUGUST 2026

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 collects samples from known locations, analyses them and builds models that test whether products match their claimed origin. We work with timber, soy, cocoa, coffee and shrimp; cattle is our newest research area.



From animal tracking to product verification

With support from the Gordon and Betty Moore Foundation, World Forest ID is carrying out a global research project to test whether chemical analysis can link cattle products to the regions where the animals were raised.

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



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

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Chemistry could help verify where a product came from.





Why it matters

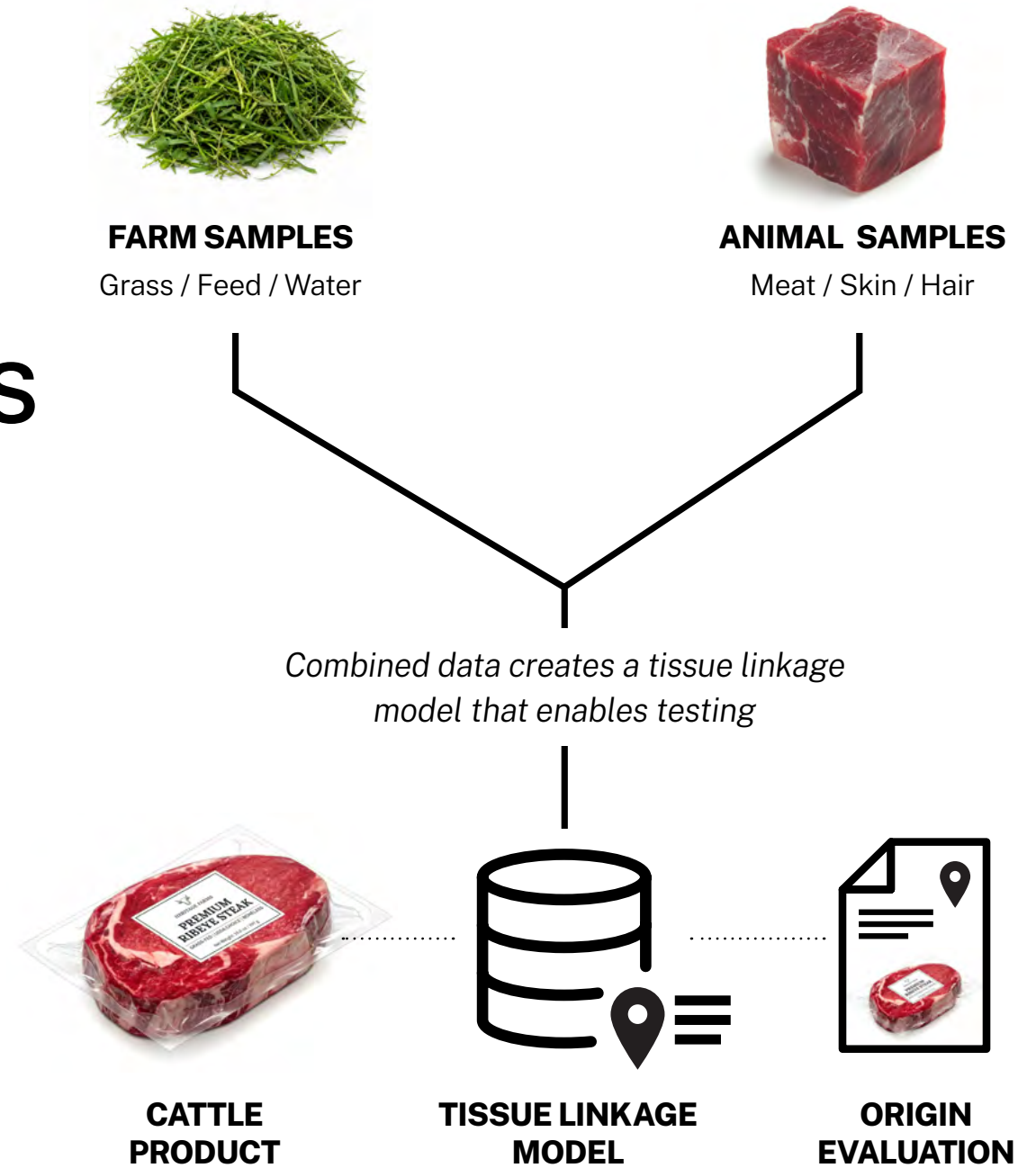
Regulations addressing deforestation are increasing scrutiny of product origin. Independent evidence helps responsible producers demonstrate good practices, protect the reputation of local and national production, and maintain market access.

How the project works

PHASE 1 — Build the reference database (*Current phase*)

PHASE 2 — Develop and test the model

PHASE 3 — Evaluate product origin



Building the Phase 1 dataset

We need grass, feed and water samples linked to five cattle from the same farm at slaughter.

FARM SAMPLES — Grass / Feed / Water



ANIMAL SAMPLES — Meat / Skin / Hair



◀ **SAMPLES MUST BE LINKED** ▶

How your data is protected



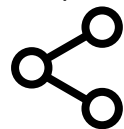
BEFORE COLLECTION — An agreement sets out who can access the data and how it may be used.



ANALYSIS — Access is limited to authorised project staff and laboratories.



STORAGE — Identities, precise locations and sensitive information are securely stored with restricted access.



SHARING — Only agreed or anonymised findings are shared or published.

What farmers receive

YOUR FARM RESULTS

Each farm receives a confidential report profiling both their meat and their environment (water and grass), including micronutrients and metals in each, giving them useful insight into the quality of their product and their land

INDEPENDENT VERIFICATION

Scientific verification that could help protect your reputation and support potential price premiums.

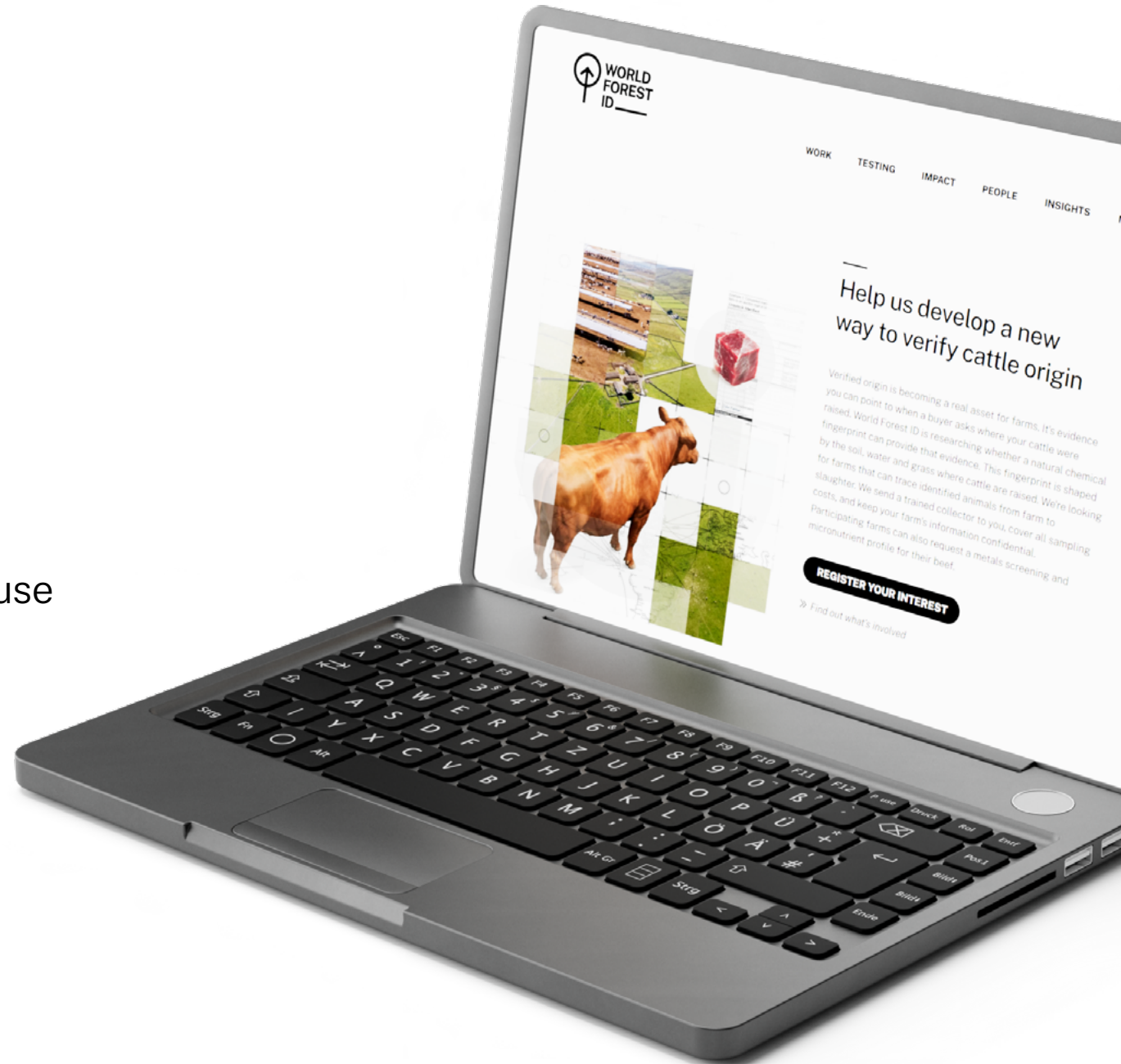


How to take part

1. Register your interest
2. Agree participation and confidentiality
3. A trained sampler visits the farm
Grass, feed and water are collected (up to 1 day)
4. The same cattle are sampled at the slaughterhouse
Hair, meat and skin are collected (up to 1 day)
5. Receive your results report

REGISTER YOUR INTEREST

No cost to participants. All information is handled confidentially.





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REGISTER YOUR INTEREST