

Podcast: How nano bar codes made with probiotics are used to protect product consistency and safety

Products move from producer to consumer through complicated networks called supply chains. These routes of custody involve many people and organizations, and oftentimes cross international borders. All of these product touch-points are opportunity for contamination or willful adulteration of the product.

screen shot at pm
is not an identifiable trademark
Vishal Bhuyan, CEO

High value products like authentic high-end wine, honey or olive oil can be diluted with lesser value amendments, which misleads the consumer and can introduce food safety issues.

Carverr Inc. has a solution. On this episode of Talking Biotech, Florida plant geneticist Kevin Folta speaks with Dr. Ellen Jorgensen, Chief Science Officer, and CEO Vishall Bhuyan, the co-founders of the company. They use a signature blend of probiotics in the products that can be detected with a simple assay. This specific signature beacons the presence of adulteration and ensures fidelity and transparency throughout the supply chain, ensuring customers are receiving exactly what they purchased.

<https://geneticliteracyproject.org/wp-content/uploads/2019/08/198-carverr2.mp3>

Ellen Jourgensen is Chief Science Officer at Carverr

Vishall Bhuyan is CEO of Carverr

Follow Carverr on Twitter: @CarverrLabs

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