



## **Sterisense: A New DNA Test For a \$200M Poultry Trade Problem**

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### **Agenda, 5 min**

1. Sterisense Inc.
2. Partners and customers
3. The business problem: illegal chicken imports hurting Canadian producers
4. The technical fix: novel DNA test born of beautiful collaboration
5. Next steps and challenges: an industry field validation; CBSA pilot

## 1. Sterisense Inc.

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Craig Venter:  
**On the verge of creating synthetic life**

TED2009 - 15:54 - Filmed Feb. 2009  
 Subtitles available in 24 languages  
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"Can we create new life out of our digital universe?" Craig Venter asks. TED Talks are free thanks to us

## 2. Partners and Customers

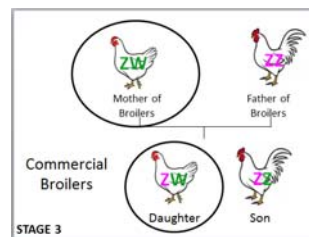
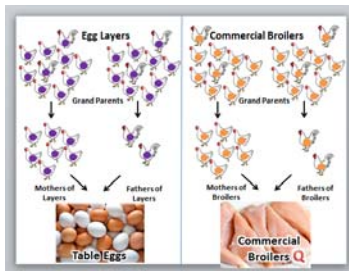
- Trent University's NRDPFC  
(Natural Resources DNA Profiling and Forensics Centre)
- Industrial customers



### 3. Business Problem: Broiler Imported Illegally as Spent Hen/Fowl



### 4. New Tech: Novel DNA Test Born of Beautiful Collaboration



- Stage 1:** Identify the sex ratio in broiler shipments ✓
- Stage 2:** Differentiate meat from table egg layers and broilers ✓
- Stage 3:** Differentiate meat from mothers of broilers (dams) and female broilers (commercial birds) ✓

## 5. Next Steps: Field Validation; CBSA Pilot

- American allies support us, but want a wider validation
- The CBSA (Border Services) and CFIA



Thank you

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# 1. Success? Meet Customers, Ask Them What They Need



# Sterisense Commercialization

