

Your Mission... Eliminate Environmental Listeria

SEEK

Search for *Listeria* species because they serve as indicators for harmful *Listeria monocytogenes*.

DISCOVER

Test with the purpose of finding *Listeria* species by using a method that is highly accurate and exposes its true presence.

DESTROY

Take corrective actions to eliminate the bacteria if positive results are determined.

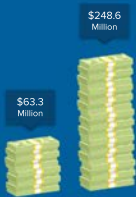
- *Listeria* is ubiquitous in the environment. It can persist in growth niches such as drains, refrigerators, and on the floors and ceilings of processing plants.
- FSIS and FDA have a zero-tolerance policy for *Listeria monocytogenes* in ready-to-eat foods. Stricter enforcement of *Listeria* control in the processing environment is looming.
- Processing plants must actively seek and destroy *Listeria spp.* with rapid and accurate certainty to protect their brands.



CONSIDER THE IMPACT of insufficient monitoring



Listeria monocytogenes is the 3rd leading cause of death among all food borne pathogens¹



\$63.3 Million: Average annual medical cost of listeriosis²

\$248.6 Million: Average annual cost of *Listeria* contamination including lost productivity²

The average cost of a recall to a food company is **\$10 million** in direct costs (in addition to brand damage and loss of sales)³



1,600

1,500

260

1,600 cases of listeriosis are reported in the US each year – **1,500** result in hospitalizations, and **260** result in death⁴

Are there positives hidden in your current negative *Listeria* results? Is it worth the risk of not finding them? Is it time to take a closer look? Contact Roka Bioscience today. We can help fulfill your mission to protect your brand.



rokabio.com

1-855-ROKABIO

1. nc.cdc.gov/eid/article1711/pdfs/p1-1101.pdf

2. foodpoisonjournal.com/foodborne-illness-outbreaks

3. <https://www.fsis.usda.gov/wps/wcm/connect>

4. fsis.usda.gov/wps/wcm/connect/