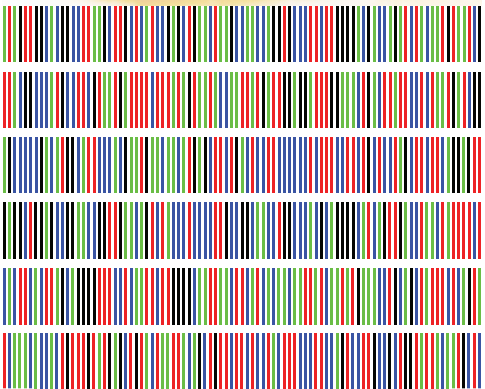


Detecting Fraud



Yellowfin 'Ahi' Tuna



What's on your plate?

It may not be what you paid for. In fact, mislabeling of fish and meat has been uncovered in grocery stores and restaurants around the world! Through the use of DNA barcoding techniques it is possible to identify the species found in the food you eat, even if it has been processed.

In addition to mislabeled food, the herbal supplements many people take to improve their health have been the target of fraud – substitutions and the addition of unlisted (and sometimes harmful!) plants have both been uncovered through the use of DNA barcoding.

What is a DNA barcode?

Every species on the planet has its own unique barcode written in its DNA, like every product on a store shelf. And like those barcodes, this small piece of DNA can be used to identify unknown specimens.

For more information about how DNA barcoding can help advance research visit:

ibol.org

biodiversitygenomics.net



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