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## FOR IMMEDIATE RELEASE

### **3M Introduces New Molecular Method for *Campylobacter***

*The 3M Molecular Detection System now gives poultry producers a complete food safety solution*

ST. PAUL, Minn. – March 22, 2018 – 3M Food Safety today announced its new 3M™ Molecular Detection Assay 2 – *Campylobacter* with 3M™ *Campylobacter* Enrichment Broth, providing more efficient testing for a key pathogen associated with poultry production. 3M now offers a full portfolio of poultry testing products, and users gain an advantage by being able to utilize 3M Molecular Detection Assay 2 – *Salmonella* and 3M Molecular Detection Assay 2 – *Campylobacter* as a complete solution for simultaneous monitoring of poultry for both pathogens.

According to the Centers for Disease Control and Prevention, *Campylobacter* causes an estimated 1.3 million illnesses each year in the U.S. 3M's new assay and simplified enrichment broth helps customers safeguard against this pathogen while increasing laboratory productivity. The testing process is significantly faster than alternatives like PCR, immunoassay and culture methods, and having a streamlined protocol for *Campylobacter* and *Salmonella* means the system is able to perform up to 96 tests of multiple types in one 60-minute run.

“We are providing the poultry industry with a complete solution that is simplified to achieve fast, highly accurate results,” said Christopher Somero, 3M Food Safety marketing manager for new products. “While this product was developed to give our customers an easier workflow, an additional benefit is increased protection of their products and brands from the threat of this pathogen.”

Unlike traditional *Campylobacter* enrichment protocols that can take 11 or more steps, the 3M *Campylobacter* Enrichment Broth requires only five steps. This frees up poultry testing labs to keep their focus on what matters most. The 3M *Campylobacter* Enrichment Broth eliminates the need for expensive microaerophilic incubation, supplements, blood, organic solvents or autoclaving the broth, only requiring the addition of sterile water.

The award-winning 3M Molecular Detection System platform is used by food processors, universities, governments and contract testing laboratories in more than 40 countries. It is powered by a combination of advanced technologies—isothermal DNA amplification and bioluminescence detection—to provide a pathogen testing solution that is fast, accurate, easy to use and affordable. The new assay for *Campylobacter* joins, and can be run concurrently with, molecular tests already offered by 3M for *Salmonella*, *E. coli* O157 (including H7), *Cronobacter*, *Listeria* and *Listeria monocytogenes*.

Individuals interested in this new technology may contact their local 3M Food Safety representative or visit [www.3M.com.au/foodsafety](http://www.3M.com.au/foodsafety) (AU) or [www.3M.co.nz/foodsafety](http://www.3M.co.nz/foodsafety) (NZ) to learn more.

### **About 3M**

At 3M, we apply science in collaborative ways to improve lives daily. With \$32 billion in sales, our 91,000 employees connect with customers all around the world. Learn more about 3M's creative solutions to the world's problems at [www.3M.com](http://www.3M.com) or on Twitter @3M or @3MNews.