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3M and Kraft Foods Collaborate for New Procedural Innovation

- New testing procedure helps global food manufacturers enumerate lactic acid bacteria in food and environmental samples -

ST. PAUL, Minn. – September 23, 2011– 3M Food Safety is pleased to announce a new test called the Aerobic Procedure for Lactic Acid Bacteria. This procedure enumerates lactic acid bacteria in food and environmental samples by integrating a unique combination of the 3M™ Petrifilm™ Aerobic Count Plate, a pH indicator and MRS (deMan, Rogosa and Sharpe) media.

The new procedure is the result of a long-term relationship with Kraft Foods, headquartered in Northfield, IL, USA. Kraft Foods approached 3M Food Safety to create a new procedure as an easier solution for monitoring shelf-life and environmental samples for food products, such as raw and ready-to-eat (RTE) meats. Use of this procedure was recently approved for internal validation by Kraft Foods quality, and 3M Food Safety is now releasing this method for global food manufacturers.

While lactic acid bacteria typically do not cause illness if ingested, they can change the color and flavor of food products. Lactic acid bacteria testing is not mandated by government regulation; however, quality-focused food manufacturers around the world, such as Kraft Foods, choose to monitor lactic acid bacteria in their products and environments to ensure customer satisfaction.

“This new procedure will be a great tool for companies wanting to assess quality, and ensure product consistency and a longer shelf-life,” said Bob Young, Senior Technical Specialist, 3M Food Safety. “This collaboration is also a great illustration of 3M’s commitment to working hand-in-hand with our clients to find solutions that help them achieve their goals.”

To learn more about this exciting new Aerobic Procedure for Lactic Acid Bacteria with 3M Petrifilm Aerobic Count Plates and to obtain a guide for validating the procedure for your food matrix, visit www.3M.com/foodsafety or contact a customer care representative at 1-800-328-1671.

3M Food Safety is the leader of innovative solutions that help the food and beverage industry optimize the quality and safety of their products to enable consumer protection. At every step, 3M Food Safety provides solutions that help mitigate risk, improve operational efficiencies and impact the bottom line.

About 3M

3M captures the spark of new ideas and transforms them into thousands of ingenious products. Our culture of creative collaboration inspires a never-ending stream of powerful technologies that make life better. 3M is the innovation company that never stops inventing. With \$27 billion in sales, 3M employs about 80,000 people worldwide and has operations in more than 65 countries. For more information, visit www.3M.com or follow [@3MNews](https://twitter.com/3MNews) on Twitter.