



September 9, 2010

Michael Buser, Ph.D.
Biosystems and Agricultural Engineering
Oklahoma State University
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Stillwater, OK 74074
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Dear Dr. Buser,

I am submitting this letter in support of your proposal to obtain funding for the proposal "*Stakeholder driven food supply safety system for a real-time detection, risk assessment, and mitigation of Shiga toxin-producing Escherichia coli in beef products*" being submitted to the USDA Agriculture and Food Research Initiative Competitive Grants Program (CFDA Number – 10.310 – AFRI). As companies, industries, and consumers explore the expanded use of standard product and location identification and data carriers such as bar codes and radio frequency identification tags for food safety and defense, we are very interested in the research your proposed project will provide to support these efforts.

We support the multi-disciplinary nature of your proposal - which includes expertise in microbiology, animal science, epidemiology, food processing, agricultural economics, information and mobile technologies, sensor engineering and risk communication. Moreover, we support the vision of your multi-institutional consortium to a) advance technologies for the prevention, detection, and control of food-borne Shiga toxin-producing E-coli in beef products, b) manage a coordinated agriculture project with direct input from a stakeholder advisory workgroup, and c) improve upon real-time consumer responses to food safety recalls with innovative sensor, mobile and information technologies.

If funded, our organization is committed to the success of your project by serving as a member of your stakeholder advisory team and to provide you with information that can assist you in your research efforts.

On behalf of GS1 US, I wish you much success in your quest to receive funding for your proposal. If you are successful, we look forward to working with you in support of your efforts to ensure safe, wholesome foods for consumers.

Sincerely,

A handwritten signature in black ink that reads "Stephen R. Arens".

Stephen R. Arens
Director Strategic Partnerships
GS1 US

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