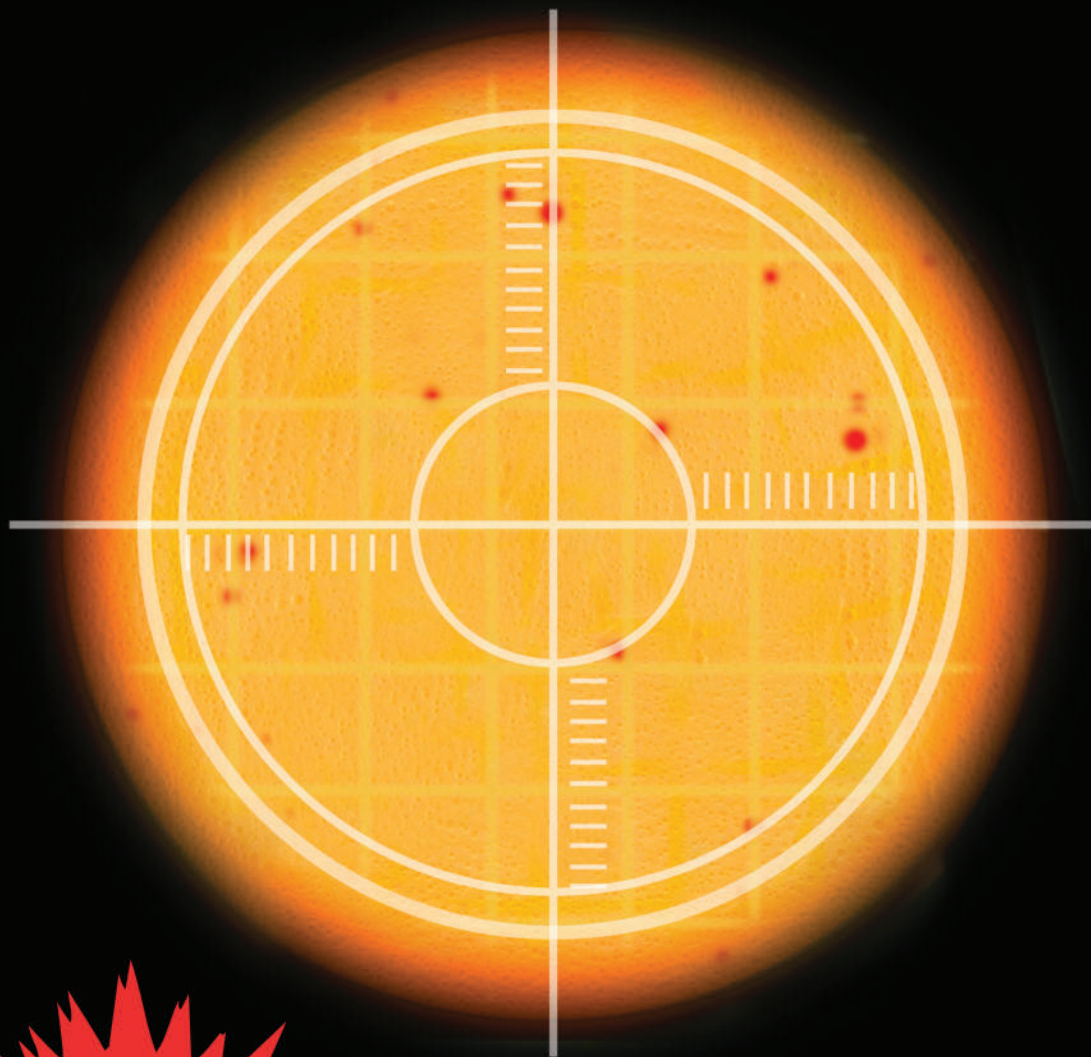


# 3M™ Petrifilm™ Environmental Listeria Plates

A Powerful New Tool to Zero in on *Listeria*



**NOW  
AOAC-RI  
Validated!**

**3M** Microbiology

## The industry practice for *Listeria* testing is changing.

“Washington, Dec. 2004—  
Report shows that the overall safety of these products has improved in response to the *Listeria* interim final rule because establishments have strengthened their **control procedures**, **increased testing** and taken additional steps to eliminate the pathogen...”

Steven Cohen,  
FSIS Congressional  
and Public Affairs  
“Report Finds *Listeria* Rule  
Sparks Major Industry Changes”

Regulations on *Listeria* management are tightening. The U.S. Department of Agriculture’s Food Safety and Inspection Service (FSIS), for example, issued a rule that would require certain processors to develop more effective *Listeria* control processes.

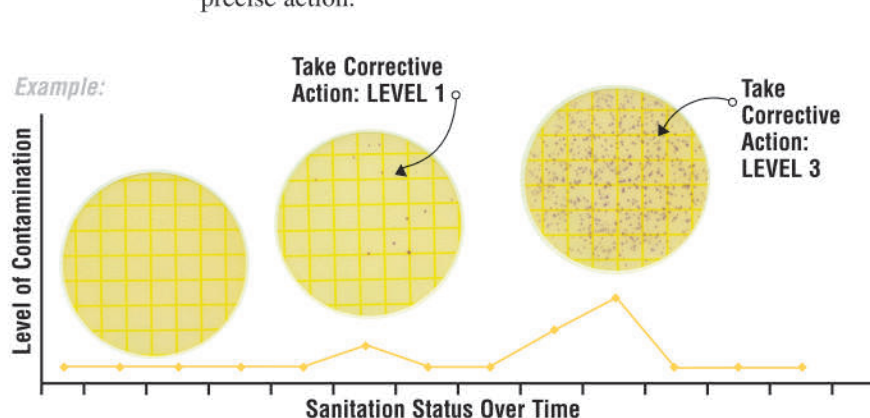
In the past, testing alternatives were usually too expensive. Therefore, very few facilities were able to perform environmental *Listeria* testing frequently and consistently enough to make actionable decisions based on the results. This resulted in **thousands of dollars** spent on environmental *Listeria* tests that were not actionable.

## Now, there is a better way to manage *Listeria*.

By implementing **control procedures** and **increased testing** of environmental *Listeria* as an indicator, you can reduce *Listeria monocytogenes* contamination. The **3M™ Petrifilm™ Environmental Listeria Plate** is a powerful new tool that will help you manage *Listeria*.

**Test more often.** By testing more consistently you can monitor the levels of *Listeria* in different parts of your plant. The 3M Petrifilm Environmental Listeria Plate is cost effective, allowing you to test more often than ever before without increasing your budget.

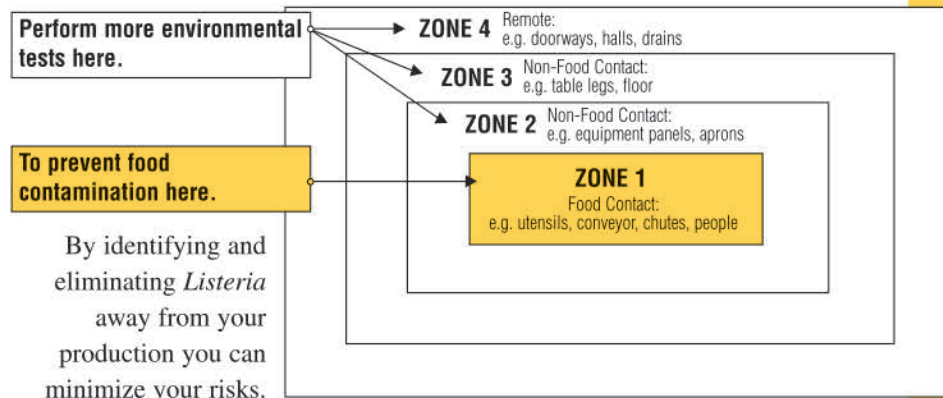
**Monitor *Listeria* levels.** With consistent, frequent testing, the 3M Petrifilm Environmental Listeria Plate’s quantitative results will allow you to monitor any significant changes in environmental *Listeria* levels and take informed and precise action.



For illustration purposes only and does not reflect any recommendation on acceptable and unacceptable numbers of *Listeria* in your facility or on steps taken for different levels of corrective action.

## Zero in on the source of *Listeria*.

Because *Listeria* is an organism that occurs naturally in the environment, there are plenty of opportunities to continually reintroduce it into the processing plant. One effective way to control *Listeria* is by monitoring the levels of environmental contamination in different parts of the plant.



## Get results in 27–31 hours from sample collection.

Traditional *Listeria* testing methods require two or more days before your test is complete, allowing *Listeria* to go unchecked while you wait for the result. The 3M™ Petrifilm™ Environmental *Listeria* Plate result is ready by the following day, giving you the power to make faster decisions and react to problem areas.

Current Method Vs. 3M Petrifilm Environmental <i>Listeria</i> Plates	DAY 1 10 am	DAY 2	DAY 3	DAY 4
Current Method	Take sample and perform enrichment	Enrichment time ranges from 24–72 hours	Testing time ranges from 1–48 hours	
3M Petrifilm Environmental <i>Listeria</i> (EL) Plate Method	Sample and test with Petrifilm EL Plate	4 pm <b>Result Ready</b>		

**Perform *Listeria* tests with a safer method than enrichment.** Unlike traditional methods, the 3M Petrifilm Environmental *Listeria* Plate requires no enrichment or culture transfers. This means less risk of cross-contamination in your facility.

**Detect multiple *Listeria* species.** The 3M Petrifilm Environmental *Listeria* Plate allows you to detect the most prevalent environmental *Listeria* species including *Listeria monocytogenes*.

## 3M™ Petrifilm™ Environmental *Listeria* Plates

*The right choice for your facility.*

The 3M™ Petrifilm™ Environmental *Listeria* Plate is a proven and cost-effective tool for the detection of environmental *Listeria*.

- Quantitative results allow you to identify hot spots in the plant and track your progress against *Listeria* over time.
- Rapid results in 27–31 hours from sample collection.
- Safer method—no enrichment, no culture transfers.
- Easy to use 3M™ Petrifilm™ Plate technology.

Now, with the availability and cost-effectiveness of the 3M Petrifilm Environmental *Listeria* Plates, tracking and managing *Listeria* is easy.

**You can't afford not to do it!**

Order 3M Petrifilm Environmental *Listeria* Plates today!  
Call 1-800-328-1671 or contact your local 3M Microbiology Sales Representative.



## Fast, Easy and More Informative



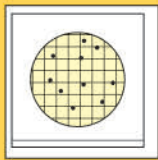
Sample using swab or sponge.



Add buffered peptone water. Wait one hour.



Inoculate and incubate for 26-30 hours.



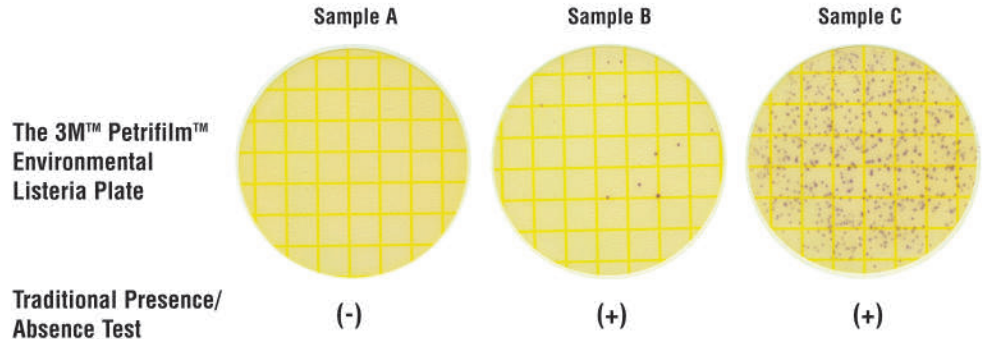
Read and Interpret.

## 3M™ Petrifilm™ Environmental Listeria Plates

### More informative results than presence/absence.

The 3M™ Petrifilm™ Environmental Listeria Plate provides you with the information to take the appropriate action.

Example:



By using the quantitative results from 3M Petrifilm Environmental Listeria Plates as part of your overall control plan against *Listeria*, you can know exactly where to target your actions to best detect, manage and prevent *Listeria* in your environment.

For more information visit us at [www.3M.com/microbiology](http://www.3M.com/microbiology) or call 1-800-328-6553

### Ordering Information

Product	Application	Cat. No	Contents
Petrifilm Environmental Listeria Plates	For detection of <i>Listeria</i> in environmental samples	6447	50 Plates
		6448	200 Plates
Buffered Peptone Water, 200mL each	For repair of <i>Listeria</i> in environmental samples	6449	20 Bottles
Large Square Spreader	For use with the Petrifilm Environmental Listeria Plate	6498	2 Spreaders



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