

.orgacure

Responsible food for independent people™



Travelaid



Farmers



Logistics



Processors



Retailers



Restaurants



High performance Water additive for
Farmers, Logistics and Retailers

Economical + Sustainable = 100% Performance



MADE
IN
GERMANY

The product

Orgacure® Travelaid is an All-in-One wash for food safety, shelf-life and reduced wastage of fresh produce, it's economical and made of sustainable resources.

Benefits for business and consumer

- ✓ Safer food with antibacterial protection in store, on the go and home.
- ✓ Feel of freshness and peace of mind.
- ✓ Better marketability, leaving more time for food distribution and consumption.
- ✓ Cleaner food, convenient and ready to eat.
- ✓ Economy: 1 cent/kilo washed produce.
- ✓ Added value and higher brand recognition.
- ✓ Better environment.



Antimicrobial ✓

Reduces 99.9 % of the bacteria in total plate count (TPC).
Antifungal effect on fresh produce.

Our mission

Responsible food for independent people™



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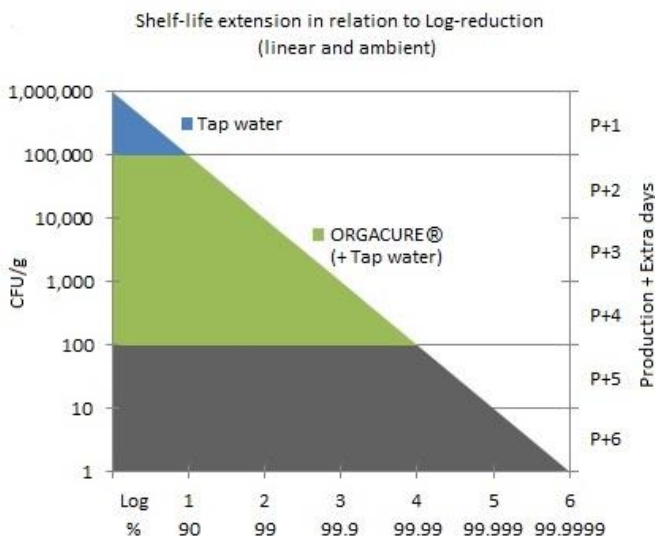
.orgacure Travelaid	All-in-One	
Antimicrobial	✓	
Shelf-life extension	✓	
Convenience	✓	
Applications	1	2
Concentration	0.7 %	1.5 %
Application time	1-3 min	1-3 min
Log-reduction	3-Log	4-Log
Cost/liter washwater ¹	5 cent	10 c
Cost/kilo produce ²	1 cent	1 c
¹ Subject to purchase volume. ² Subject to actual use.		

Economy

Orgacure® does the job of cleaning and protecting fresh produce from harvesting to consumption for just 1 cent/kilo fruits and vegetables. Farmers, Logistics, Processors, Retailers and Restaurants are with Orgacure® more productive and less vulnerable to the devastating effects of food safety crises. Water intensive farmer and packer use Orgacure® to wash more produce with fewer water. Retailers achieve brand recognition and markup in produce section by added value of convenience.

Performance

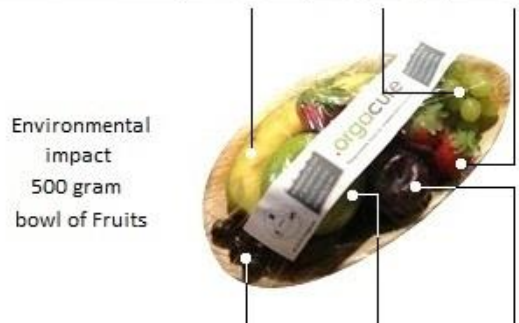
Orgacure® makes purification of fresh produce simple, effective and reliable. The key processes to ensure food safety and shelf-life are All-in-One. Orgacure® multiplies the cleaning power of regular water and it's wetting and penetration quality recovers even challenging surfaces and textures. After all Orgacure® keeps the native taste.



Sustainability

Orgacure® improves the environmental footprint of the fresh produce value chain.

	Bananas	Grapes	Strawberries
Origin	Colombia	India	Spain
Water footprint	160 liter	35 liter	20 liter
Food miles	8,900 km	7,100 km	1,700 km
Food waste	20%	20%	40%
Level pesticides	🟢	🟡 - 🔴	🟡



	Blueberries	Apples	Plums
Origin	Morocco	Italy	South Africa
Water footprint	10 liter	125 liter	70 liter
Food miles	3,000 km	1,600 km	13,700 km
Food waste	40%	40%	20%
Level pesticides	🟢 - 🟡	🟡 - 🔴	🟡 - 🔴

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Orgacure® avoids problematic materials and consists entirely of renewable and abundant resources such as food grade calcium chloride mineral salt e.g. from brine and limestone. Orgacure® solution of organic acids and organic and inorganic salts and used process water is safe to dispose directly into the sewer.

Reliable ✓

Effectively residue free: No fortification or added ingredient - just washing

Safety ✓

Limits risk of food born illness and cross contamination.

Generally recognized as safe (GRAS)

Process fit ✓

Industry proven and patented technology.
Easy integration. Simple control

Convenience

Orgacure® liberates consumers of fresh fruits and vegetables from the walk to the water tap via personal food hygiene:



Whenever, wherever consumers want to enjoy safe fruits and vegetables, with Orgacure® washed and purified Ready-to-eat produce they can do straight away - no stop, no walk and no worries! That's build in peace of mind in every piece of Orgacure® fruit.

Business

Orgacure® upgrades conventional fresh produce into distinctive value-added products of high-demand by consumers. Research³ shows that produce safety, cost and purity are the three top factors in purchasing decisions.

Safety	(Pesticide-) Residues	Shelf-Life	Convenience	Availability	Brand Recognition	Premium Price	
☹️	🔴	☹️	🔴	🟢	☹️	☹️	Conventional
🟢	🟢	🟢	🟢	🟢	🟢	🟢	ORGACURE®
☹️	🟢	🔴	🔴	☹️	☹️	🟢	Organic



Convenience ✓

Ready-to-eat - No wash again.
Saves time and water.

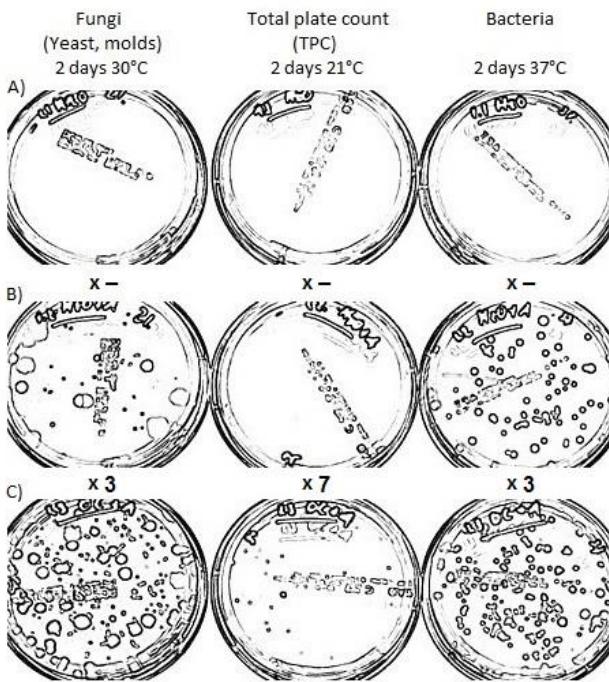
³"Scared Fat" Report, Alliance for Food & Farming, 2012

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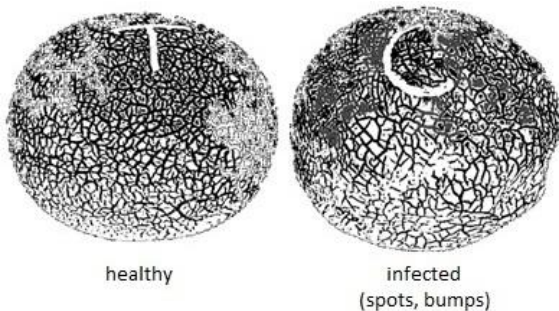
Safety and Health

Success and survival of fresh produce is determined by its sensorial and microbiological quality. Orgacure® does the crucial process for delivering healthy and safe products.

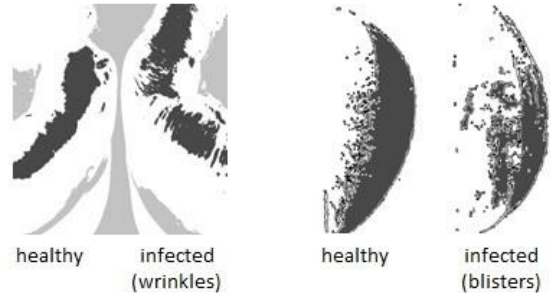
Wash Water Performance Microbiological Analysis



- A) Tap water (clean)
- B) Tap water with sliced apples washed in
- C) Tap water and ORGACURE® with sliced apples washed in



7 Days after wash: Water only and ORGACURE® produce
Bell pepper, Apple and Melon



Residues

Orgacure® removes impurities e.g. pesticides from the fruit and vegetable skin. For instance the maximum residue level (MRL) of Diphenylamine (DPA), a popular apple pesticide, is 5 mg/kg. In screenings for pesticides before and after wash, Orgacure® halved DPA residues to a level considered as pesticide-free produce.

Pesticides screening (GCMS)
ORGACURE® washed Apple slices



*Diphenylamine (DPA, growth regulator,
on 80 % of US apples)

Low Residue ✓

Washes off about 50% of critical
pesticide residues from skin*

Let's talk about Orgacure® for your business:
+31 10 320 0345 sales@orgacure.com

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to see applications

