

Contact: Roger Bierwas
Orgacure B.V.
Phone: +31 (0)10 333 081 0
press@orgacure.com

Address:
Bahialaan 100
3065 WC Rotterdam
Netherlands



Press Release

Progress towards fewer additives in emerging online fresh food retail

Processors can save US\$ 1 million by switching to Orgacure

San Luis Obispo, California, USA / Rotterdam, Netherlands, May 29, 2017:

Orgacure B.V., an agriculture and food science technology company with focus on food waste solutions for farmers, processors and supermarkets, has succeeded a scientific conducted benchmark trial in the US on sliced apples with its patented antimicrobial + antibrowning (All-in-One) solution Orgacure® against so-called edible coatings used for fresh-cut fruits. In an extensive setup with many replications, retail film packaging and supermarket storage conditions Orgacure yielded equal antibrowning results as (calcium ascorbate) coatings but at a fraction of preservatives used and without the processed fruits having the typical off-taste associated with the coatings.

The aim of the trial was to demonstrate that the amount of preservatives in popular and actually healthy (when minimal processed) fresh snack products such as sliced apples can be reduced drastically without sacrificing shelf-life requirements food retailers have with their suppliers. "Low residues in fresh foods are in the interest of the consumer. As some foods spoil within hours the health benefits would be reversed if (the food) is not properly protected which is now possible without consumers having to ingest non-natural amounts of preservative fresh-cut coatings artificial to the fresh fruits they expect." says Roger Bierwas, CEO of Orgacure. To illustrate the impact on economy alone Orgacure consumption in the trial was about a fifth (20%) of the amount needed by the most commercial successful edible fresh-cut coating used in the United States. Translated into profits fresh-cut processors make an 8 percent extra profit with Orgacure as finishing cost for the antibrowning are said to be locked at 10%. "Larger processors can save US\$ 1m a year by switching to Orgacure, and it's easy too without investing a penny for new equipment." Roger says.

"With swifter distribution along the triumph of digital retail the requirements towards shelf-life of fresh foods have shifted. The optimal fresh-cut production to consumption leg spreads not longer than 5-10 days, that's Orgacure is made for." Roger says. "If longer then nutrition, taste and flavor in fresh-cut goes rapidly down so we stop here." "Online foods frequently change hands on the rush to the consumer; their exposure to climate changes and the hygienic pitfalls meanwhile making close control of food safety paramount for any company to be able to sustain in this emerging business."

For Release: immediate

more

Pictures:



Sealed packs of Granny Smith and Red Delicious apple slices stored at 42°F (5.5°C)

Sources

<http://orgacure.com/>