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# Press Release

## Sustainable Anti-browning Substitute

Orgacure offers food industry exit from expensive ascorbic acid.

**Rotterdam, Netherlands, September 9, 2017:** Orgacure B.V., an agriculture and food science technology company with focus on food waste solutions for farmers, processors and supermarkets, has made research into the commodity market for single ingredient anti-browning agents. Price increases of 150% on Ascorbic acid (2016 to 2017), which is extremely popular amongst fruit and vegetable processors, have eaten on the margins of food manufacturer, but the real threat for the industry is the expected shortage of the commodity during springtime 2018 when the bulk of Chinese plants undergoes a major upgrade of their Ascorbic acid production because of initiative from the government to implement their environmental agenda for cleaner water and air.

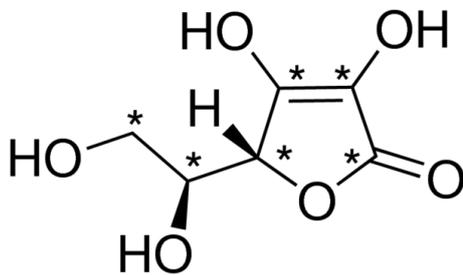
The world's production of Ascorbic acid was about 140,000 metric tons in 2016 and more than 90% of the commodity derives from China. According industry sources Ascorbic acid will continue to climb up from now US\$ 10/kg to up to US\$ 15/kg and will settle there (European Ascorbic acid is expected to level at US\$ 20/kg while supply remains short). Orgacure has made a cost benefit analysis between its patented aid Orgacure® and Ascorbic acid (also referred to as Vitamin C and purposely used to prevent browning of fruits and vegetables, meats and other foodstuff) to support decision making in industries searching for ready available alternatives to the use of the expensive ascorbate commodity. To provoke with Ascorbic acid a similar anti-browning effect than with Orgacure® (where the mode of action is entirely different to the ascorbate) a dose twice or triple is needed. In spite of a sour taste (remember Ascorbic acid has a low pH of 2.5) left on the foods, the cost savings, from applying skin-neutral Orgacure® instead, totals factor two to three and the antimicrobial power of Orgacure® capable of some 3-Log reduction adds value too (All-in-One).

The control of anti-browning is one of the most important issues in the food industry, as color is a significant attribute of food which influences consumer decision and brown foods (especially fruits) are seen as spoiled. Ascorbic acid is probably the most widely used anti-browning agent and approximately 50% of the world's production is intended for this purpose only. While the amounts used for foods are huge, in fruits and vegetables we are talking about 10,000 metric tons for Orgacure with significant potential for the industry to cap expenditures for anti-browning agents.

**For Release: immediate**

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“Companies don’t even need to amend the label when applying Orgacure® to their products as Orgacure® doesn’t add to the food, leaving virtually no residues and thus recognized as processing aid.” says Roger Bierwas, CEO of Orgacure. Orgacure® is already used in agriculture and food worldwide to keep plants and foods healthy and off being wasted which has big impact on our habitat. “Orgacure is small and grows organically, however some of our customers belong to the who is who of the industry; they share our mission and seek for sustainability. Being free let us full-heart fight the world’s food waste.” says Roger.

**Pictures:**

Lewis formula of L-Ascorbic Acid  
(drawing: Sigma-Aldrich)



Orgacure® Travelaid and Freshcut Products

**Sources**

<http://orgacure.com/>

<http://www.foodingredientsfirst.com/news/dsm-turbulence-in-chinese-vitamin-c-markets.html>