



# KIWIFRUIT

## Eliminate Botrytis, control softening and extend storage life

Kiwifruit in storage is susceptible to decay, particularly Botrytis, from airborne and surface microorganisms and are highly sensitive to softening from uncontrolled ethylene levels. With Purfresh's cold storage solution, packers and processors are able to extend product life and marketability, and decrease decay losses naturally. Ozone can be used as a complementary measure with various post-harvest techniques.

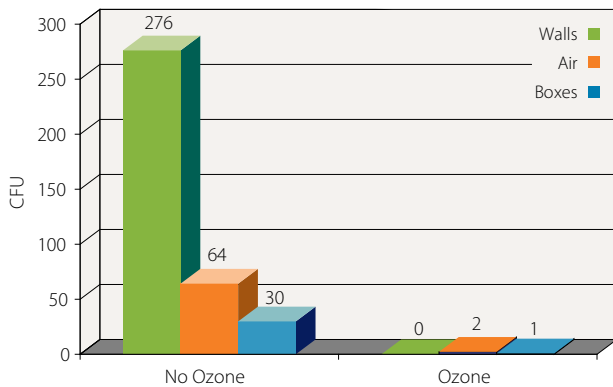
### SCIENCE-BASED SOLUTION

Purfresh's patented science-based cold storage solution generates ozone from the oxygen in the air on-site and delivers defined, low-dose specific concentrations of gaseous ozone into the atmosphere, for use as a powerful but safe disinfectant. The solution kills airborne and surface microorganisms, shuts down the sporulation process and controls softening by consuming ethylene for highly sensitive produce, such as kiwifruit. After killing decay causing microorganisms, ozone immediately reverts to pure oxygen, leaving no residue and maintaining product taste, texture and smell characteristics in its natural state.

### OPTIMUM SAFETY AND EFFICACY

Purfresh's unique closed-loop concentration control and remote monitoring capabilities provide optimum safety and efficacy. Its measurement sensors and on-board computer maintains ozone concentrations to within +/- 10 ppb of a desired set point. The solution includes fail-safe ambient air sensors, which constantly ensure work areas maintain ozone concentrations well within OSHA standards. Its remote monitoring service constantly tracks system performance and provides detailed reports and automated alerts.

### MOLD IN KIWIFRUIT STORAGE



Ozone virtually eliminated surface and airborne mold

Source: 2006 Production Kiwi Customer

## KEY FACTS

- Control decay
  - Eliminate Botrytis Rot
  - Kill surface and airborne microorganisms
- Increase storage and shelf life
  - Control ethylene cross-contamination
  - Maintain fruit pressure
- USDA and FDA approved
- Certified organic

## SUCCESS STORY

- Problem
  - Decay: 35 % mold spoilage
  - Uncontrolled ethylene
- Solution
  - Purfresh Cold Storage
- Results
  - Reduced spoilage from 35% to 5%
  - Controlled ethylene cross-contamination
  - Improved quality
  - Increased shelf life by several weeks

*"With the deployment of Purfresh's ozone-based cold storage solution, we've materially enhanced storage life of grapes, kiwifruit and Asian pears."*

— Kool Kountry

# PURFRESH COLD STORAGE: KIWIFRUIT

## COMPARE THE VALUE

	ELEVATE/JUDGE FUNGICIDE	OZONE
MOLD CONTROL	Grey mold; resistant mold strains could build-up	All types of mold; mold is oxidized and cannot become resistant to ozone
ETHYLENE CONTROL	No	Converts ethylene to water and carbon dioxide
APPLICATION	Typically pre-harvest spray	Continuous low dose ozone in storage, constantly controlling mold and ethylene
REGULATORY COMPLIANCE	Detailed record keeping	No EPA record keeping required. Requires fire code compliance.

## EXAMPLE SYSTEM

