



# POTATOES

## Reduce decay, extend storage life and extend shelf life

Food safety concerns, controlling decay and the value of extending product shelf and storage life without the dependency of chemicals has increased the demand for safe, proven alternatives such as ozone. With Purfresh's cold storage solutions for potatoes, packers and processors are able to extend product life and marketability, decrease decay losses and enhance food safety practices naturally.

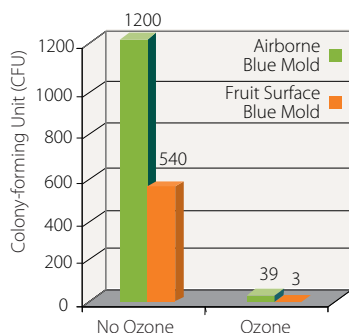
### SCIENCE-BASED SOLUTION

Purfresh's science-based ozone cold storage solution provides a safe and proven alternative for potato packers and processors for both packed and bulk storage. Purfresh's cold storage solution effectively distributes gaseous ozone in the air to kill airborne and surface microorganisms. The solution naturally shuts down the sporulation process and eliminates sprouting due to ethylene effects.

### 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.

### SPORE LOAD REDUCED BY 97% TO 99%



Ozone reduces the spread of mold from fruit to fruit in storage

Source: USDA

## KEY FACTS

- Reduce decay
  - Kill surface and airborne microorganisms
  - Control soft rot and late blight

Increase storage and shelf life

USDA and FDA approved

Certified organic

## OZONE ADVANTAGES

Ozone is the safest and most natural purification and disinfection agent for fresh produce. It is approved by the FDA and USDA as a food contact substance and is certified organic.

Ozone's method of action is to destroy the cell wall of the organism upon contact. Because it works instantly, ozone does not enable the development of resistant pathogen strains, an increasing problem for the produce industry.

Generated from the oxygen in air, ozone reverts to pure oxygen after doing its job, leaving no residue on produce. Ozone is made on-site; no delivery or storage of toxic chemicals required. At the levels Purfresh recommends, ozone is safe for people, product, equipment and the environment.

# PURFRESH COLD STORAGE: POTATOES

## PURFRESH BENEFITS

|                       | VARIOUS FUNGICIDES                    | OZONE  |
|-----------------------|---------------------------------------|--|
| MOLD CONTROL          | 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 (process is outside the fruit) |
| RESIDUE ON PRODUCT    | Yes                                   | No   |
| TASTE                 | No impact                             | Natural flavors maintained   |
| DOSAGE / APPLICATION  | Typically a drench application        | Ozone is applied continuously thus controlling mold and ethylene constantly  |
| REGULATORY COMPLIANCE | Discharge must be hauled away         | No EPA record keeping required. Requires fire code compliance                |

## EXAMPLE SYSTEM

