

PR Blueberry Shippers Choose Purfresh Transport

by Connie Bordanaro, Purfresh Inc.

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Fremont, Calif. — June 7, 2010 — Purfresh, a leading provider of clean technologies that purify, protect, and preserve the world’s food and water, today announced results of side-by-side testing that show enhanced quality and freshness in blueberries when using Purfresh® Transport for global shipments. In shipments traveling from Chile and Argentina to the United States and the United Kingdom, top blueberry exporters compared the performance of Purfresh Transport to high carbon dioxide (CO₂) modified atmosphere technology, and observed improvements in firmness, color, and taste, as well as a reduction in shrivel in blueberries using Purfresh Transport. The success of these shipments demonstrates how Purfresh’s active cargo protection solution—Purfresh Transport—offers superior benefits to maintain quality and improve shelf life of blueberries shipped around the world.

“To stay competitive in the ever-expanding global produce market, importers and exporters need to consistently deliver the highest quality produce to their buyers,” said Mr. David Bouchard, general manager, post-harvest and transport solutions for Purfresh. “With Purfresh Transport, shippers can reduce loss, expand their business opportunity by reaching broader markets, and build stronger customer loyalty by repeatedly meeting the quality standards of their buyers.”

Purfresh Transport has been scientifically engineered to deliver where traditional atmosphere management systems and antimicrobials fall short by providing the unparalleled combination of superior ripening control with 100% residue-free decay prevention and enhanced food safety. The industry’s only ozone-based, active cargo protection solution, Purfresh Transport constantly monitors and dynamically manages the environment inside the reefer container throughout the voyage—providing the ability to ship even highly sensitive fruits and vegetables long distances.

“I believe that Purfresh Transport will change the way blueberries are marketed from Argentina, as it will allow sales programs to be sustainable and predictable over time, making it feasible to ship to New York in a reasonable time, and reaching the destination with a good quality product,” said Mr. Roberto Navarro, general manager of Marberry SRL.

Purfresh Transport is offered as a per-trip service from most major shipping lines, and is an ideal solution for shipping climacteric and non-climacteric—organic and conventional—produce including citrus, berries, stone fruit, tropical fruit, melons, and rhizomes. The Purfresh Transport system is optionally integrated with Intellipur—a next-generation informatics service that offers unparalleled insight into the transportation segment of the food supply chain. Intellipur provides on-trip tracking, monitoring, alerting, and reporting enabling a previously unattainable level of insight into, and control over, the conditions of produce being shipped in refrigerated marine containers.