

# THE PACKER

## Purfresh backs USDA research initiative

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Purfresh Inc. has installed purification equipment at the University of California-Davis in support of the U.S. Department of Agriculture's Specialty Crop Research Initiative.

The goal of the project, titled Increasing Consumption of Specialty Crops by Enhancing Quality and Safety, is to increase consumption by helping growers of fresh produce get past postharvest obstacles to deliver safe produce with improved flavor, according to a release.

In addition to the equipment, which includes software and systems for cold storage and transport, Fremont, Calif.-based Purfresh plans to contribute technical support for the three-year project.

"Picking fruit when it has fully matured can lead to decay and overripening by the time it reaches the consumer. Researchers are looking for new technologies to help delay harvest — to deliver riper, better-tasting fruit to consumers without decay," Andy Smith, vice president of products for Purfresh, said in the release.

The project is lead by UC-Davis, the University of Florida and the USDA Agricultural Research Service.