

Global growers seeing Purshade results

Carl Collen | 05 August 2010

Employment of Purfresh Transport systems helped Argentinean group meet quality standards in its key citrus export markets

Purfresh has this week revealed a further success story for its Purfresh Transport system, announcing that Argentinean fresh produce exporter M-Products has successfully met quality standards of citrus importers in Asia, the US and Europe by employing the system for marine shipments ranging from 38 to 45 days.

According to the group, which provides clean technologies that purify, protect and preserve food and water, importers applauded the arrival quality of the mandarin oranges in question and have requested the continued use of Purfresh's active cargo protection solution.

"As exporters of citrus fruit and fresh berries, we tested Purfresh Transport and we are very satisfied with the arrival quality of our shipments," said Rodrigo Martinez of M-Products. "Our exports to the Far East, US and Europe have arrived without problems of fungi, rot and firmness even after being in transit up to 45 days."

Based on patent-pending technology, Purfresh Transport is an active cargo protection system that uses an active form of oxygen – commonly referred to as ozone – to kill moulds, yeasts, and bacteria in the air and on surfaces by up to 99 per cent, as well as to consume and regulate ethylene levels. Purshade is a calcium-based protectant engineered with patent-pending Advanced Reflectance Technology, which reflects harmful wavelengths of solar radiation such as ultraviolet and infrared while allowing enough sunlight for photosynthesis.

Using ozone, Purfresh Transport offers a combination of ripening control with 100 per cent residue-free decay prevention and enhanced food safety.

"Global demand for fresh produce, such as citrus fruit, continues to grow at an accelerated rate, and Purfresh Transport offers significant opportunities for the import and export trade to reach broader markets," said David Bouchard, general manager for post-harvest and transport solutions at Purfresh.

"Unlike traditional atmosphere management systems, which are known to be effective for up to 40 days, our Purfresh Transport system constantly monitors the environment inside the container throughout the trip and has been proven to maintain produce freshness during voyages as long as 54 days," he added. "This level of protection significantly expands the market opportunity of global shippers."