



## **Purfresh supports USDA to increase consumption of fresh produce**

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Purfresh, a provider of clean technologies that purify, protect, and preserve food and water, announced its support of the United States Department of Agriculture (USDA), Specialty Crop Research Initiative. The company is backing the project, titled Increasing Consumption of Specialty Crops by Enhancing Quality and Safety, through a donation of equipment, software technology, and technical expertise.



The goal of the project is to show how fresh fruits and vegetables with enhanced flavor can be successfully handled, without compromising food safety, so as to improve consumer satisfaction and thereby change their buying habits to increase consumption.

In support of the program, Purfresh has installed a Purfresh® Cold Storage system, equipped with Intellipur® informatics software, as well as lab equipment at the University of California, Davis. In addition, Purfresh will donate up to five Purfresh Transport systems, and contribute technical support for the three-year project in order to demonstrate how new technologies can help deliver fresher and better tasting fresh produce to consumers without the use of traditional chemicals.