



Orchard View Farms Selects Novazone

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Novazone, a provider of innovative ozone-based solutions to improve the freshness and safety of food and water, announced that Orchard View Farms, a leading grower and packer of cherries located in the Pacific Northwest, has selected and deployed its environmentally-friendly, ozone-based cherry disinfection solution.

Established in 1923, Orchard View Farms is a family-owned operation that harvests more than 3,000 tons of fresh cherries each year. Orchard View is a known leader in using innovative solutions to improve the practices, quality, and safety of fresh food, such as its View Fresh® modified atmosphere bags, which naturally extend the quality and shelf life of cherries; and its leadership in the Integrated Fruit Program (IFP), which is focused on optimally managing all phases of fruit production, from planting to the delivery of high-quality fruit to consumers around the world.

Using the integrated solution from Novazone, and its partner Doubl-Kold, Orchard View is able to reduce foodborne pathogens and the use of chemicals, including chlorine, in its dump bins, processing flumes and hydrocoolers. This allows Orchard View to reduce water usage and waste water disposal; decrease operational costs; and reduce worker exposure to chemicals.

"When applied appropriately, ozone is a wonderful and natural disinfectant," said Bridget Bailey, vice president of Orchard View Farms. "Ozone kills pathogens on the fruit and equipment, and in the water. Novazone's science-based solution allows us to dramatically reduce the use of chemicals and deliver safer, higher quality cherries with bright green stems."

Said Paul White, president and CEO of Novazone, "It's a pleasure for Novazone to work with a company as progressive as Orchard View. Both companies pride themselves on taking a leadership, rather than reactionary, role in simply and effectively providing the world with safe and fresh food."

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