No Growth a Good Thing for Purfresh

Food and water purification and preservation firm, Purfresh Incorporated, has announced that the Californian company's Purfresh Transport system has, been shown in a recent study to be more effective than fungicides in a pineapple shipment from Costa Rica to the United Kingdom.

During the sixteen day transatlantic shipment, pineapples in a control container were treated with a typical fungicide and wax combination, whilst pineapples transported in the Purfresh container were transported with no efforts to thwart fungal growth, other than being contained within the Purfresh Transport system.

According to company, the results indicated that the Purfresh Transport system controlled bacteria, yeast and mould, as effectively as traditional fungicide and wax mixtures, which in turn leave heavy residues that are most likely undesired by consumers. Results from the study also leads to the conclusion that pineapples protected with Purfresh Transport had 95% less bacteria than the control shipment using chemicals.

Commenting on the study, David Cope, the Chief Executive Officer of Purfresh, noted that "with higher volumes of produce moving around the globe, retailers and shippers are seeking viable methods to minimize chemical usage, reduce costs, and capture lost revenue from produce decay and contamination."

Cope also sought to highlight the increasing desire to reduce the use of chemicals in the transportation of foodstuffs, the Chief Executive Officer saying that "consumers are increasingly calling for reductions in the use of harmful chemicals, alongside the demand for fresh and high quality produce. This study proves that there are effective alternatives to traditional fungicides and out-dated shipping methods."

Purfresh has designed its transport system to utilize as the company puts it "plug and play" technology. The system being designed to easily attach and detach from refrigerated shipping containers to reduce decay, control ripening and improve food safety.