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## **Purfresh Boosts Safety, Sustainability in Washington's Apple Industry**

Broetje Orchard's Packing and Storage Operation Protected by New Packing and Storing Systems; 'FirstFruits of Washington' Now Marked with Quality by Purfresh Seal. Purfresh, Inc., provider of technologies that purify, protect, and preserve our food and water, announced today that Broetje Orchards has implemented Purfresh Cold Storage and Purfresh Wash systems into its post-harvest operations. Broetje Orchards, grower of FirstFruits of Washington products, produces and packs more than five million boxes of apples per year, making it one of the larger growers-shippers in Washington State.

Purfresh Wash and Cold Storage solutions are tools for packers and distributors to eliminate pathogens, preserve quality, and manage ripening throughout their operations. Using targeted doses of ozone, the systems preserve and protect fruit through processing while avoiding the use of toxic or environmentally-harmful chemicals. Broetje's commitment to using methods that naturally guarantee quality and safety is now distinguished by the Quality by Purfresh seal on packaging and promotional materials.

"We are always looking for new tools that help preserve fruit quality and enhance food safety, while maintaining specific stewardship principles," said Ralph Broetje, founder of Broetje Orchards. "Purfresh will allow us to reduce chemicals without sacrificing food safety or quality. The Quality by Purfresh seal will help customers recognize our ongoing efforts to promote food safety as well as protecting environmental health."

In addition to using state-of-the-art technologies and practices, Broetje Orchards donates more than 50 percent of profits from its apples (FirstFruits of Washington) to local, domestic, and international projects. Donations are focused on supporting under-served communities and include assistance for Broetje's employees and families by providing year-round jobs, affordable housing, child-care, schools, and scholarships.

"The Quality by Purfresh program was established to applaud companies that define the food industry's best practices and demonstrate a real commitment to lessening their environmental impact and contributing to the health and well being of workers," said David Cope, president and CEO of Purfresh. "Since its founding, Broetje has gone above and beyond industry standards in both these respects, and now, we are a proud partner in Broetje's continued leadership."

The Purfresh ozone systems were sold and installed by Central Washington Refrigeration (CWR), an industrial refrigeration and mechanical contractor. CWR is an authorized reseller of Purfresh Cold Storage and Purfresh Wash in the Pacific Northwest.

"Going forward, packing and storage facilities are going to view ozone solutions, such as Purfresh, as an essential tool for protecting the value of their fresh produce," said Terry Campbell, president of Central Washington Refrigeration. "These technologies scale to meet the needs of almost any facility, suiting small packing operations as well as large growers, like Broetje."

### **About Purfresh, Inc.**

Purfresh offers a range of clean technology solutions that purify, protect and preserve our food and water. Purfresh's innovative crop applications, food wash systems and cold chain technologies effectively safeguard fresh produce before and after harvest. Our water technologies purify and disinfect bottled, pharmaceutical and consumer products. Over 300 customers in 22 countries rely on Purfresh to boost yields, control costs and improve the safety and quality of their products, including Coca-Cola, Procter & Gamble, Safeway, Orchard View Farms and Wyeth Pharmaceuticals.