

Purfresh offers fresh produce protection solution

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Purfresh president and CEO David Cope talks to Americafruit Magazine about how California-based Purfresh's technology benefits the North American fresh produce industry.

When was your firm founded?

DC: Purfresh was founded in 1996, and is based in Fremont, California, US.

Please can you briefly describe some of your core products designed for/supplied to the fresh fruit and vegetable industry, explaining which specific fruits or vegetables they are developed for?

DC: 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 coldchain technologies effectively safeguard fresh produce before and after harvest. Purfresh's post-harvest solution, Purshade, protects crops – nuts (walnuts, almonds, pistachios) and fruit (apples, cherries) – from solar and water stress.

In simple terms, can you outline their main functions and how they perform?

DC: Purshade is the industry's top-performing plant protectant for preventing the damaging effects of solar and water stress. Engineered with Advanced Reflectance Technology (ART), Purshade selectively reflects damaging UV and IR radiation while still allowing photosynthesis to occur. No other formulation compares with Purshade's ease of use or effectiveness at reducing sun damage and promoting plant health. Incorporating Purshade as part of a planned spray program helps growers to maximize return from every acre planted by increasing yield potential, enhancing crop quality, and improving water utilization.

Purfresh Cold Storage, the patented science-based solution from Purfresh, generates ozone from oxygen in the air on-site and delivers defined, low-dose, specific concentrations of gaseous ozone into the atmosphere, for use as a powerful but

safe disinfectant in controlled atmosphere (CA) and regular atmosphere (RA) storage rooms. Purfresh Cold Storage kills airborne and surface microorganisms, shuts down the sporulation process, and consumes ethylene produced by ripening.

Purfresh Transport promotes higher-quality arrivals by maintaining freshness and extending the shelf-life of fresh produce during ocean transport. Purfresh delivers where traditional atmosphere management systems and antimicrobials fall short by providing the unparalleled combination of superior ripening control with 100 per cent residue-free decay prevention and enhanced food safety. Scientifically engineered to actively manage the environment inside the reefer container throughout the voyage, Purfresh Transport provides the ability to economically ship even highly sensitive fruits and vegetables long distances.

What are the major benefits your products/technology bring to the fresh produce supply chain?

DC: Safe, chemical-free solutions.

Purshade benefits:

- Increased marketable yield up to 30 per cent by reducing cullage and promoting the production of higher yields.
- Reduced sun damage by as much as 40 per cent, as well as improved crop quality with larger fruit and/or better coloring.
- Reduced plant stress by 20–60 per cent and in turn improved plant use of available water resources.

Purfresh Cold Storage benefits:

Growers, packers, and processors are able to extend product life and marketability, as well as decrease decay losses of fresh produce naturally. Ozone can be used alone or as a complementary measure with various post-harvest preservation techniques.

Purfresh Transport benefits:

Everyone – from the exporter to the consumer – benefits from reduced losses, longer shelf-life, fewer chemicals, and safer, higher-quality produce.

- Extended shelf-life—allowing more time to reach the buyer.
- Maintained freshness—ensuring you

receive the maximum value for your shipment.

- Value for money by reducing waste, repack, and related claims processing.
- Enables sensitive produce to be



Purfresh ozonated apples

economically shipped over longer distances – helping clients to reach and develop new markets.

Who do you supply with your products?

DC: Purshade – growers ; Purfresh Cold Storage – growers and packers; Purfresh Transport – exporters and importers

Can you tell us about any new product launches or projects relevant to the fresh produce sector?

DC: Purshade – O: an organic solar stress protectant. Growers, as well as consumers, continue to demand fewer chemicals. Purshade-O can be used for conventional and organic crops.

Intellipur: next generation process control with automated food safety and coldchain reporting. Intellipur reporting provides documented evidence of control for food safety auditors as well as coldchain environment reports for storage and transportation. Intellipur is the only solution that controls and traces a broad range of environmental factors affecting commodity loss, quality, maturity, and safety throughout a lot's lifecycle. Intellipur gives growers, processors, packers, and shippers a competitive edge by providing them with the control needed to improve commodity characteristics over time. ■