

California Farmer

Purfresh Launches Customer Recognition

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At the United Fresh event in Las Vegas, Purfresh, Inc., Livermore, a provider of clean chemistry-based solutions that improve quality and yield for the produce industry, introduced "Quality by Purfresh," a program to recognize progressive Purfresh customers for their commitment to delivering fresher and safer food through enhanced pre- and post-harvest practices.

Through the new program, Purfresh customers will receive the "Quality by Purfresh" mark for their efforts to conserve water; reduce the use, residue and disposal of chemicals; and provide some of the highest quality commodities in the industry. The "Quality by Purfresh" logo will appear on packaging and promotional materials to demonstrate the mark of progress, innovation and leadership.

"The growing demand for safer and higher quality products shows that consumers are concerned with the human health and environmental impact of the products they buy," says Purfresh president and CEO David Cope. "Quality by Purfresh is designed to promote best practices in the food industry by communicating superior quality and safety standards to grocers and food customers."

Purfresh's solutions are "plug and play" with standard growing and shipping operations, making it easy for growers to integrate sustainable methods into their everyday practices.

Adds Cope, "Purfresh customers depend on our solutions to protect their products, and we are committed to finding ways to not only improve the quality and safety of produce, but also the environmental and working conditions of the industry."

With more than 300 customers in 22 countries, Purfresh is a leader in clean solutions for food and water. Its chemical-free, ozone-based family of products has been approved by the FDA, EPA and USDA to kill deadly, food-borne pathogens such as E. coli and Salmonella, while remaining 100 percent organic.