

## FreshPlaza

### **US: Diamond Fruit Growers Improves ROI, Saves Water With Purfresh**

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Purfresh, formerly known as Novazone, Inc., a leading provider of clean solutions for food and water, and Diamond Fruit Growers, the leading pear supplier in the United States, today announced that Diamond Fruit has saved an estimated 30 percent of its chemical and water expenses each year, and helped prevent spoilage in millions of dollars' worth of fruit, since installing Purfresh products in its post-harvest fruit operations. The Oregon-based produce supplier uses Purfresh solutions to process a variety of fruit, primarily cherries and pears, in preparation for market.

Diamond Fruit Growers is a cooperative representing more than one hundred fruit orchards covering more than six thousand acres in the Hood River Valley. Collectively, the cooperative produces over 55,000 tons of fresh pears annually, making Diamond Fruit Growers the largest supplier of pears in the United States.

"Purfresh is committed to using science-based technologies to enhance produce quality, while supporting the bottom line of our customers," said David Cope, president and CEO of Purfresh. "Diamond Fruit Growers was one of our early customers, and it's been an honor to grow with them, providing specialized equipment and solutions that optimize their operations to improve safety and profitability."

Diamond Fruit has installed multiple Purfresh systems for purification, washing and storage of its produce. The company uses Purfresh in combination with its recently upgraded pear-processing tank; Purfresh's ozone system extends the useful life of the tank solution, delivering significant savings for Diamond Fruit and reducing the frequency of disposal. Diamond Fruit also uses Purfresh-Cold Storage, which distributes targeted doses of ozone to control ripening and eliminate pathogens in storage, extending the shelf life of pears and giving growers more control over the market value of their produce. Additionally, Diamond Fruit uses Purfresh for cherry processing, replacing chlorine with ozone-treated water to disinfect and preserve fresh cherries. Ozone dramatically reduces cherry stem necrosis and losses caused by chlorine burn, while also resulting in brighter, greener stems.

"Diamond Fruit Growers has a long-standing tradition of supplying the highest quality produce to the U.S. market," said Robert Wymore, operations manager of Diamond Fruit Growers. "We rely on Purfresh systems to preserve the quality of our premium produce through processing and storage, maximizing our return on investment and increasing crop yields."