

Fresh Wash - Produce™

Fresh Produce- Naturally

Feature	Benefit
Extends shelf-life of fresh fruits and vegetables up to double the normal shelf-life.	Less shrinkage, increasing sales and profits.
Eliminates pathogens such as Listeria, Salmonella and E. Coli.	Increases food quality.
Improves organoleptic qualities such as flavor, appearance and aroma.	Increases consumer confidence.
Made of 100% all-natural ingredients.	No toxic, hazardous chemicals.

The Center for Disease Control and Prevention (“CDC”) estimates that 76 million Americans become sick, from food-borne illnesses each year. Bacteria outbreaks in fresh produce are bigger and more frequent than they were even 10 years ago. Recent studies have confirmed that 25% of all tested produce shows detectable pathogens. It is estimated that as much as twenty people handle the produce in the course of packing, transporting and preparation for sale. Eating fresh produce has doubled over the last 20 years. “The CDC recommends washing produce even if you plan on peeling it because a knife can transfer bacteria from the surface to the inside.”

Fresh Wash Produce™ is an antimicrobial treatment designed for fresh fruits and vegetables that significantly reduces pathogens. Extends the shelf-life of fruit and vegetables by 2 to 3 times - *Naturally*. An all-natural, produce wash agent for standard and organic produce. Enhances overall visual appeal, aroma, texture and flavor. Breaks down biofilm removing all contaminants. Highly effective in the presence of organic matter. 100% all-natural, bio-based ingredients and NSF-approved (3D). All ingredients are GRAS-Listed.

Properties	Fresh Wash - Produce™	Hypo-Chlorite	Chlorine Dioxide	Peracetic Acid	Ozone
Sanitizing action	Yes	Yes	Yes	Yes	Yes
Gentle cleaning action	Yes	No	No	No	No
Shelf-stability	Excellent	Good	Poor	Good	Poor
Environmental safety	Yes	No	No	Yes	Yes
Can destroy antioxidants, vitamins	No	Yes	Yes	Yes	Yes
Can alter organic nutrients	No	Yes	Yes	Yes	Yes
Can produce free radicals	No	Yes	Yes	Yes	Yes
Depletion on use	Minimal	High	High	High	High
Odorless	Yes	No	No	No	?
Noxious fumes	None	Yes	Yes	Yes	?
Corrosive	No	yes	Yes	Yes	Yes
Risk in handling	Low	High	High	High	?
Storage & transport hazard	Low	High	High	High	?

