



a breakthrough
innovation in
shelf-life
extension

fresh-appeal usa inc

DELIVERING :

- Superior pathogen kill
- Safe and all natural process
- Extended shelf life and quality
- Integration into existing production lines
- Continuous production flow
- UV light and heat disinfection
- Automatic ingredient monitoring and application
- Easy Clean and Clean in Place



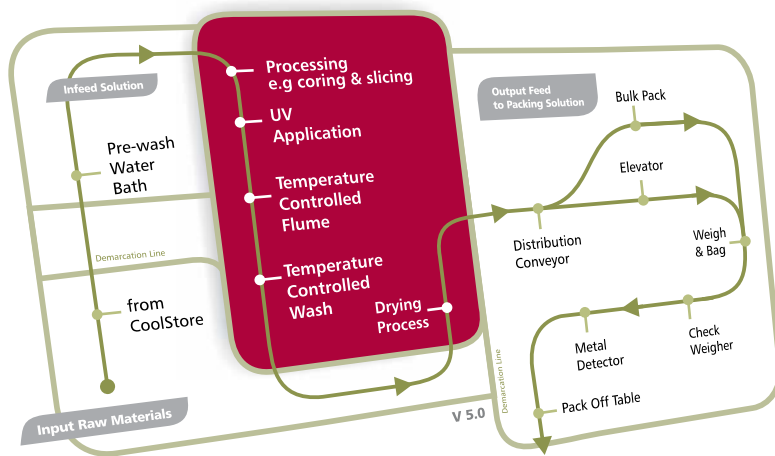
Introduction

Fresh-cut produce is the fastest growing, food category business opportunity world-wide. The most threatening issue the industry faces is acute bacterial infection combined with the challenge of delivering extended shelf life and high quality produce... at fresh appeal we have met those challenges with a remarkable solution.

The Fresh Appeal System

Our Fresh Appeal Fresh Produce System™ is a unique, patented, disinfection solution that can be applied to a wide range of produce. The key benefit achieved is protection against bacterial infections. In addition, our system significantly extends shelf-life. For example in the case of fresh cut apple, preserving the aroma, juiciness, physical freshness and appearance of the fruit. Our Fresh Appeal Fresh Produce System™ is fully tested, automated and compliant with the highest USDA and FDA Food Safety Standards. Systems are tailored to our customers' unique requirements, and can be integrated into an existing processing line, or supplied as a complete stand-alone process line.

The Fresh Appeal Process



key



Existing production workflow



Patented Fresh Appeal Technology
integrated into existing workflow

The UV 'Turbulator' in action



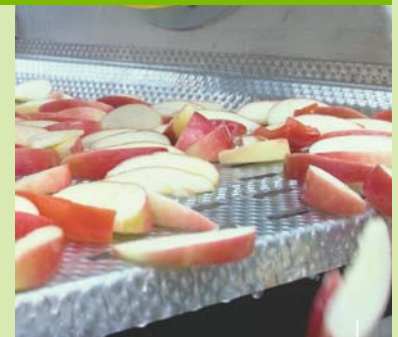
Temperature controlled immersion bath



Continuous flow processing

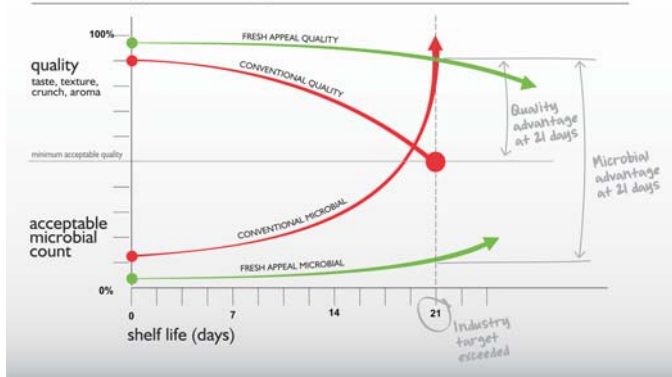


Anti-oxidant recovery system



Pasteurized, stable and ready for packaging

The Fresh Appeal Advantage - APPLES



The comparison graph illustrates the quality and shelf-life advantage of the Fresh Appeal Process when compared to conventional means of processing fresh cut produce.

The Fresh Appeal process is truly a unique breakthrough - a new, healthy technology with an emphasis on energy efficiency...

New thinking & working together

Shelf Life Potential of Various Fresh-cut Fruits & Vegetables

	Typical Today	+ MAP Packaging	MAP + FA Technology	
Apple Slices	14	21	28	FA Advantages depending on product and variety can include some of or all of the following
Grapes	10	14	18	
Mango	7	10	21	
Melon	7	10	14	
Orange Slices	7	12	14	
Pear slices	10	14	18	
Pineapple	7	10	14	
Strawberries	7	10	14	
Stone Fruits	7	10	14	1 Significant reduction in microbial plate counts, yeasts and molds
Apple Grape Mix	12	14	18	2 Reduced rate of respiration and ethylene production
Carrots	10	14	18	3 Improved texture (firmness) retention
Celery Sticks	8	10	14	4 Preservation of natural aroma and flavor
Cucumber	7	10	12	5 Retention of juiciness
Green Snap Beans	7	10	14	6 Improved color retention
Grape Tomatoes	10	14	18	7 Improved bitterness control
Onions	15	18	21	8 Reduced mold and decay
Peppers	10	14	17	
Sugar Snap Peas	10	14	17	
Broccoli & Cauli	14	17	21	
Carrot Celery Mix	10	12	14	

Support

We are committed to excellence in Customer Service. We apply technology in a way that interacts with, and supports our clients. All technical support information is available within a secure intranet solution. You have peace of mind with our experienced field service engineers manning and coordinating our help desk and customer care function.



The "Quality and Safety Seal" logo further reinforces the Fresh Appeal advantage of its patented processing solution and is available for use on our customers' packaging.

Avoiding acute bacterial infections is one of the most challenging issues for fresh-cut suppliers. The Fresh Appeal Fresh Produce System delivers safe, high quality produce with extended shelf life. It enables customer oriented companies to confidently and consistently bring safe, high quality products to market all year round.



USA:

Tel +1 (845) 475-3817 | Fax +1 (866) 591-4281
9 Valley View Rd, Goshen, NY 10924-6437, steve@freshappeal.com

New Zealand:

Tel +64(0)9 298-8882, Fax +64(0)9 298-8895
2 The Furlong, Takanini, Auckland 2112, New Zealand, kell@freshappeal.com