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Press Release

Orgacure Sheerfood Protocol

Added value for the fruits and vegetables business.

Rotterdam, Netherlands, December 17, 2020: Orgacure B.V., an agriculture and food science technology company with focus on food safety solutions for farmers, processors and supermarkets, announced it has developed Sheerfood®, a quality grading system to determine the purity of foods to increase choice and competition in the fresh sector. “Fruits and vegetables are the stars of retail but they’re not treated as such, saying they’re displayed unhygienic as people touches them and inconvenient as they require washing. Taking the detrimental effects from potentially harmful pesticides and pathogens into account, the issue becomes of bigger magnitude as we’re supposed to eat five times a day fresh produce to maintain healthy.” says Roger Bierwas CEO of Orgacure B.V.

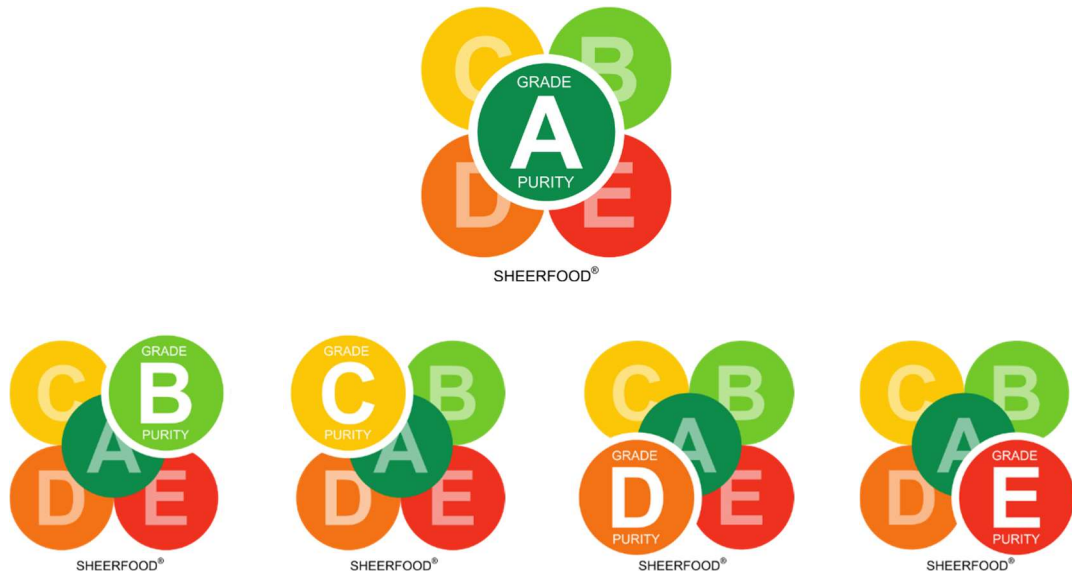
“What was missing was a standard of purity and service as consumer tools to make an informed choice.” Roger explains. Sheerfood’s protocol is a reliable and real-time display of the ‘sheer-grade’ of fruits and vegetables, reaching from A (good) to E (poor). The protocol is open to anyone in the fresh business as benchmark for produce purity. Fresh produce being purified prior sale has the key benefit of being convenient for the consumer since manual wash is no longer required, thus classified as grade A purity. In contrast, unwashed produce is classified E (poor) as per default. From now on customer can test Sheerfood® and rent matching Orgacure® devices to purify fruits and vegetables. “It’s ready to go and comes in a flexible, low flat fee including Orgacure® consumables.” Roger adds.

“Sheerfood® enables businesses towards the last mile to consumers the upgrade of fresh produce to higher levels of purity, safety and convenience, hence brings growth into the fresh category from offering unique benefits not seen before.” Roger says. Clean foods are a niche market with high growth prospect. Independent market research shows that consumers are willing to spend extra on better food offerings, notably during corona which was a driver and accelerator to the development of Sheerfood®. Consumer seen a 30% premium as fair for such value proposition. “Merchants who ‘back up’ their fruits with Sheerfood® drag the smart consumer into their stalls and keep them happy and loyal. And in essence, it’s about the integrity of our food.” Roger summarizes.

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Pictures:



Sources:

- <https://orgacure.com/>
- <https://today.yougov.com/topics/food/articles-reports/2019/09/09/millennials-food-choices-are-driven-quality>
- <https://www.forbes.com/sites/nancygagliardi/2015/02/18/consumers-want-healthy-foods-and-will-pay-more-for-them/?sh=338465bf75c5>

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