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Press Release

Orgacure MAP Hybrid application

Orgacure future catalyst for modified atmosphere packaging of fruits and vegetables.

Rotterdam, Netherlands, June 18, 2024: Orgacure B.V., an agriculture and food science technology company with focus on food safety solutions for farmers, processors and supermarkets, reports it has fresh real-life data suggesting use of Orgacure in conjunction with modified atmosphere packaging (MAP) strengthens shelf-life while saving on or even replacing probably soon outlawed or at minimum widely restricted use of plastic packaging permitted for fruits and vegetables in the EU.

“The data shows that bagged salads keep longer fresh when washed with Orgacure prior MAP-packaging”, says Roger Bierwas, CEO of Orgacure B.V. Regarding the new Packaging and Packaging Waste Regulation (PPWR) by the European Union this would mean when use of plastics in fruits and vegetables packaging becomes forbidden or at least very restricted than Orgacure could help vegetable companies affected by the regulation to reduce their dependency on MAP packaging or even fully substitute it with polylactic acid (PLA) or paper and fiber based solutions friendlier for the environment.

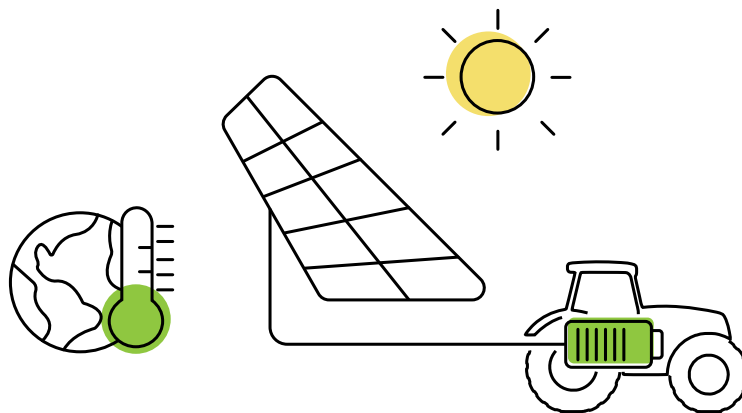
“The argument that without plastic packaging more food waste occurs would be only valid when there are no alternatives to it, but that’s not the case. Polylactic acid (PLA) and in particular fiber and paper packaging is rightly available and not more expensive than plastic. The transition towards sustainable packaging for a better environment goes gradually and investments in technologies like Orgacure to facilitate this are rewarded by EU and fiscal effective”, says Roger. “About 70 % of Orgacure customer use MAP and half strengthens or supplements it with Orgacure. They can turn the switch anytime they have to.”, adds Roger.

Orgacure customers have access to Orgacure fruits and vegetables analytic data and can use it to benchmark e.g. with hybrid or stand-alone MAP system. The Orgacure web tool AppliAssist™ helps them to calculate, quick, efficient and cost-effective the use of Orgacure in their process. New customer can first try-out the Orgacure solution and AppliAssist™ free of charge before sign up. Whether occasional, contract or subscriber, Orgacure has different purchasing option for customer to choose from to fit their needs best.

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Sources:

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