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Press Release

Higher Food Prices promote Extended Shelf-Life

Orgacure pays itself and beyond

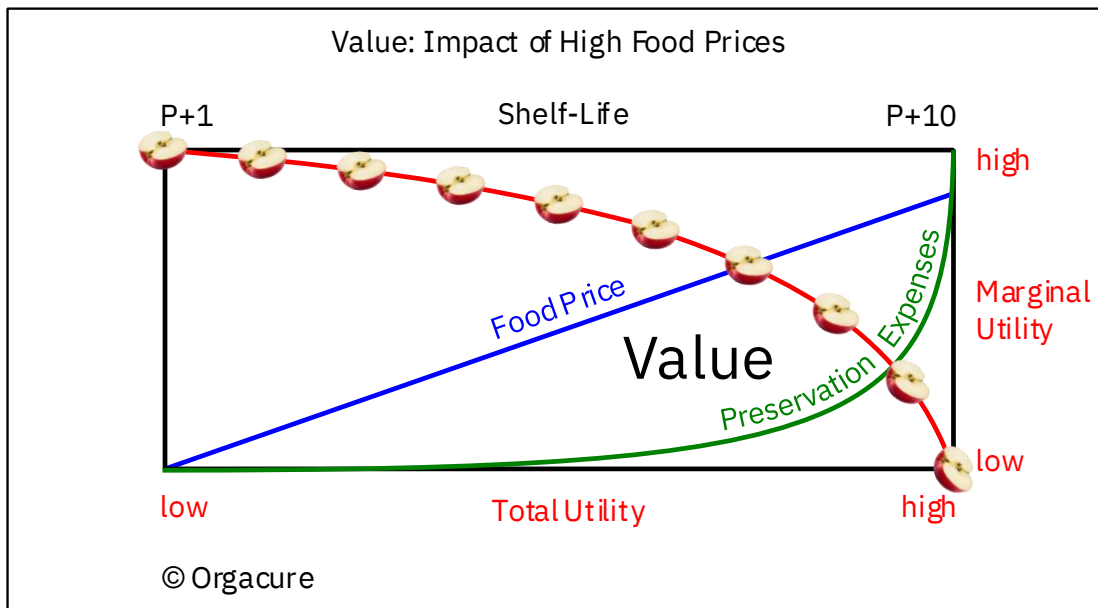
Rotterdam, Netherlands, April 14, 2026: Orgacure B.V., an agriculture and food science technology company with focus on food safety solutions for farmers, processors and supermarkets, highlights the importance of value creation by longer shelf-life in times of higher and higher food prices. “In the food business, it’s all about shelf-life, similar to the auto industry with horsepower where everybody boasts and flexes muscles about.”, says Roger Bierwas, CEO of Orgacure B.V. “When I entered the business offering a shelf-life extension of 5 days I got either ignored or laughed out by competitors who said they can do 3 weeks.”, Roger remembers and adds “Good for us because we had not seen as a threat, which helped us to fully focus on customers who need a little bit of extra shelf-life without compromising the food’s integrity, such as taste and nutrition while sensitive to labeling.”

Higher food prices resulting from higher input costs in the supply chain, such as energy, but also increasing costs for seeds, fertilizers and irrigation. Any loss or waste of food will be financially harder punished than when the food was cheap and abundant. In such a dynamic environment, any effort to keep foods healthy and fresh for longer will be greater awarded, meaning input in better shelf-life pays literally not only itself, it’s also a strategic advantage over the competition who struggles with losses and waste twice, because they cannot forward them anymore to the consumer by adding them on top of the product price as they did.

In technical terms, any effort for longer shelf-life grows with every extra day exponentially while total utility growth slows down and marginal utility declines rapidly. With higher food prices, this still applies but the equilibrium shifts and stretches, making it (earlier) profitable to invest in better shelf-life which creates value and returns higher profits. What sounds logical but is abstract can be shown in real numbers: In a shelf-life between P+1 and P+10, the equilibrium is reached 2 to 3 days before the maximum amplitude. An increase in food prices has a greater impact on the value than a decrease. For each day the equilibrium materializes earlier, the expenses for preservation expenses are cut in half and more value is created in the process which can be utilized internally and externally.

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In monetary terms, the packaging for longer shelf-life, e.g. by means of modified packaging (MAP), can cost 10 to 20% of the finished food alone. Reducing this cost down to 2.5 to 5% by applying a cost-efficient method of preservation such as Orgacure to meet the above-mentioned equilibrium adds an extra operational profit of 7.5 to 15%, or EUR 0.10 to 0.20 per unit of 250 grams (9 oz) of ready-to-eat fresh-cut pineapple to the processor!

Takings: A long shelf-life is worthwhile, and with high food prices, a shelf-life matching the equilibrium where seller and buyer meet pays off better as expenses of preservation increase exponentially. Food is more appreciated and less wasted when it's expensive, thus worth the extended protection.

To wrap this up with a quick anecdote: "At the beginning of Orgacure I once was asked by a discounter: Which strawberry is the best? The one I picked, I answered cheekily. Wrong! It's the one with the longest shelf-life, the discounter replied.", tells Roger. Meanwhile, Orgacure doubled its shelf-life to 10 days through continuous development without compromising the food's native properties, like taste and nutrition. "If I got asked the same question again, I would answer: The longest tasty.", Roger smiles.

Sources:

<https://shop.orgacure.com/>

<https://en.orgacure.com/>

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