

High Pressure Processing in the Avocado Industry

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Who We Are and What Our Mission Is



To champion a sustainable agricultural ecosystem for future generations by connecting responsible agricultural production with innovative technology to produce naturally healthy, delicious, real foods people love.

WE MAKE HEALTHY DELICIOUS

Why we are expanding into processing and the problems we see facing Australian farmers

- ▶ Avocado Industry in WA to quadruple in the next 5 to 8 years.
- ▶ Limited export markets due to market access issues on fresh.
- ▶ Many horticultural and agricultural industries have a high percentage of waste, due to aesthetic blemish rather than nutritional integrity.

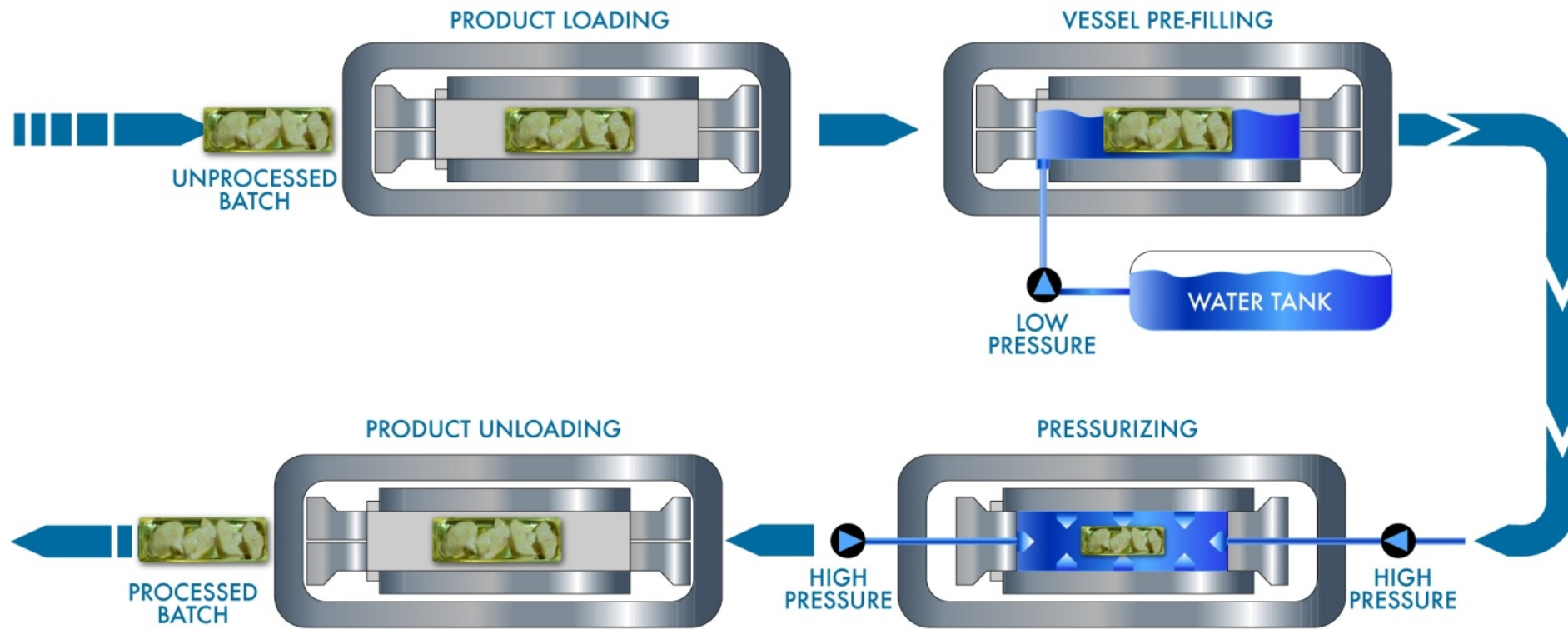
What is High Pressure Processing

- ▶ High Pressure Processing is a cold pasteurisation technique by which products sealed in their final packaging are introduced into a vessel and subject to high level of isostatic pressure transmitted by water.
- ▶ Pressures above 400 MPa / 58,000 psi at cold (+4° to 10°) or ambient temperature inactivate the vegetative flora (Bacteria, virus, yeast, moulds and parasites) present in the food, extending the products shelf life importantly and guaranteeing food safety.
- ▶ HPP respects the sensorial and nutritional properties of food, because of the absence of heat treatment it maintains its original freshness throughout its shelf life.



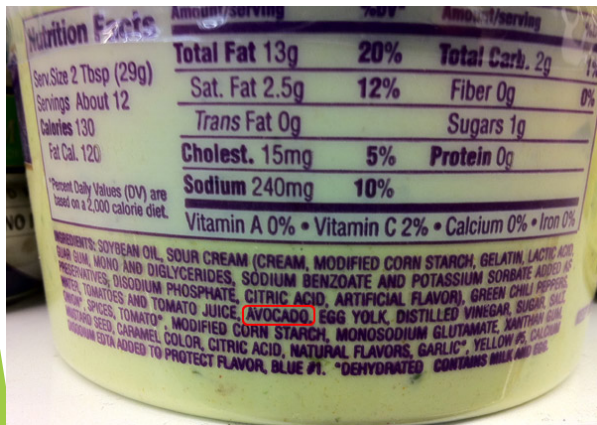
How Does it Work.

Packed product is introduced into a chamber where is subjected to isostatic Pressure using water as pressure transmitting fluid.



The Role of Emerging Technologies and the Value Proposition

- ▶ Natural Appeal
- ▶ Clean and Clear label
- ▶ No artificial ingredients: meet new standard of identity
- ▶ Create a point of difference against competitors
- ▶ Consumers associate natural with high value



The Role of Emerging Technologies and the Value Proposition

FOOD SAFETY

- ▶ Destruction of pathogens - HPP is able to eliminate bacteria found in food, making food safe to eat.
- ▶ Brand/Consumers Protection - Consumer's health has to be the food manufacturer's first priority.
- ▶ Safest intervention for high risk products.

The Role of Emerging Technologies and the Value Proposition

EXPLOIT CAPACITY, CREATE REVENUE OPPORTUNITIES, SUPPORT AUSTRALIAN FARMERS.

- ▶ Build a good story by vertically integrating your business
- ▶ Reduce risk by diversifying the business
- ▶ Adding value to fruit and vegetables that otherwise, would be rejected
- ▶ Create new value propositions

The Role of Emerging Technologies and the Value Proposition

- ▶ EXPORTS
- ▶ Reach destinations the fresh cannot reach
- ▶ Extend shelf life on arrival (2 years frozen, 60+ days refrigerated)
- ▶ Gain market access to markets restricted to fresh due to market access protocols.
- ▶ Reduce the need for consumer education by creating product convenience and ease of use

THANK YOU !!



Roberto Peregrina - Hiperbaric S.A (Oceania)

Susanna Morley - GROW Consultancy