

**SteriFx<sup>®</sup> Inc**

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# FreshFx<sup>®</sup>

## Wins USDA Approval for On-Line Reprocessing of Poultry

December 3, 2004

FRESHFX IS:

• INNOVATIVE

• SAFE

• EFFECTIVE

• SIMPLE

• ECONOMICAL

### New FreshFx Antimicrobial Solution: *Significantly Reduces Salmonella and E. coli on Poultry*

SteriFx announces that it has received approval from USDA and is now cleared to market and sell its innovative product, FreshFx<sup>®</sup> antimicrobial solution, for On-line Reprocessing ("OLR") of poultry.

In 2004, an aggregate of more than 125 million birds have been processed with FreshFx antimicrobial solution.

FreshFx is easy-to-use, safe, effective and highly economical, giving commercial poultry processors access to an alternative to noxious chemicals currently being used for OLR.

FreshFx antimicrobial solution contains only ingredients that are classified as GRAS (Generally Recognized As Safe) and also satisfies EPA

#### Unique Formula

FreshFx antimicrobial solution is a clear, odorless, digestible aqueous liquid that is non-toxic despite its low pH. Its antimicrobial efficacy is based on the physical and chemical destruction of microbes; preventing the development of microbial resistance. It is safe to handle,

requirements to be identified as non-toxic.

The use FreshFx antimicrobial solution for OLR significantly



**OVER 125 MILLION BIRDS  
HAVE BEEN PROCESSED WITH  
FreshFx**

reduce *Salmonella* and *E. coli* when compared to those processed traditionally. In addition, it has been proven to be effective against pathogens when applied in the scalding, New York rinse, or even post-chill as a *Salmonella*

environmentally friendly and has no special storage or handling requirements.

#### Additional Benefits

Processing plants switching over to FreshFx antimicrobial solution from TSP see a significant reduction in phosphate levels in their wastewater

intervention; and is effective against *Listeria* as a processing aid in cook plants.

#### Ease of Application

FreshFx antimicrobial solution is easily applied by spray, mist, or dip. Only a simple dilution with water of an easily stored concentrate is needed. No capital equipment investments, plant modifications, safety procedures or alarms are required. Some plants use their existing equipment to deliver FreshFx to the carcasses.

FreshFx antimicrobial solution has an astonishing antimicrobial efficacy with a shelf life of over two years; no special or dangerous mixing steps or chemical reaction are required to generate antimicrobial activity.

ter and do not have to acidify the chiller. In addition to OLR FreshFx can be applied to poultry carcasses almost anywhere along the processing line and can be collected and re-used at earlier points.

*Call today to learn more about FreshFx antimicrobial solution and its benefits.*

# USDA On-line Reprocessing Trial Results Summary

The USDA required trials compared the aerobic plate counts (APC), the *E. coli* counts, and the number of *Salmonella*-positive birds. The trials sampled the Pre-Wash counts to determine the initial load on the sample carcasses. Samples were

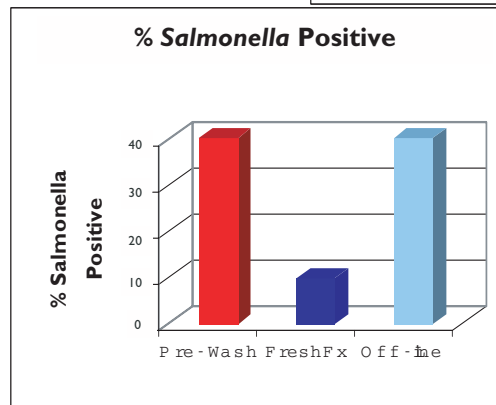
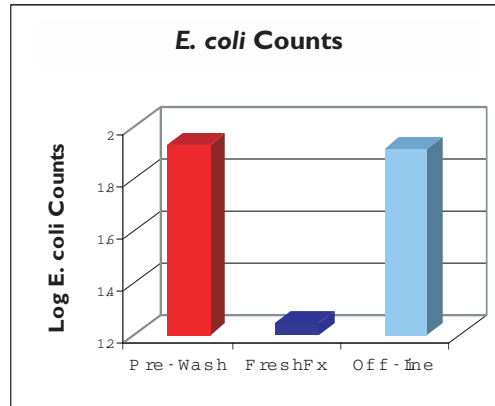
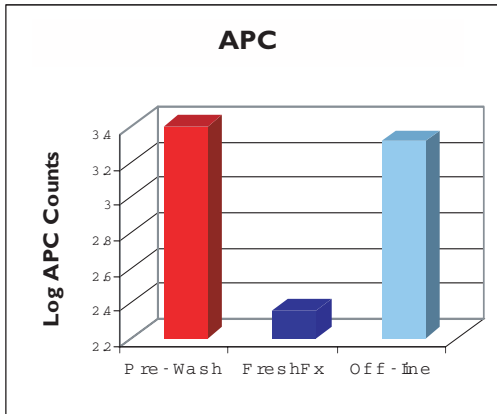
**FreshFx Antimicrobial Solution is Significantly Better than Off-line Wash**

also taken from birds treated with FreshFx antimicrobial solution and from birds manually scrubbed off-line. Data gathered from the OLR trials are presented below.

The statistical analyses prove that the FreshFx antimicro-

bial solution treatment performed significantly better than the off-line wash.

After the trials were completed the participating plants have continued to use FreshFx antimicrobial solution for OLR.



## Packaging

FreshFx antimicrobial solution is available immediately from SteriFx. It is typically sold in standard industry plastic containers in 55 gallon drums, 275 and 330 gallon totes or tanker trucks to bulk purchasers.



FreshFx Antimicrobial Solution in 55-gallon drums.

## For More Information

For sales information contact Sales and Marketing Director Bill Mahon, [bmahon@sterifx.com](mailto:bmahon@sterifx.com), 318.425.2515 or 318.572.9690

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