



SUCCESS STORY

Ohio Manufacturing Extension Partnership

Ohio Development Services Agency

PART OF THE MEP National Network

Exploring High Pressure Processing (HPP) for Ohio food companies

Avure Technologies, part of JBT Corporation, is located in Middletown, Ohio with 90 employees proudly manufacturing high pressure processing (HPP) machines that neutralize listeria, E. coli, salmonella, and other deadly bacteria.



By processing foods at extremely high water pressure (up to 6,000 bar / 87,000 psi – more than the deepest ocean), HPP maintains freshness and preserves natural flavors better than any other processing method. Because it just uses pressurized, pure cold water, it bypasses texture and taste variations caused by heat, irradiation or chemicals.

Unlike thermal, chemical and other high-heat treatments, the cold water doesn't alter food taste, texture or quality, or require loads of chemicals to stay fresh. It can also extend shelf life up to two or three times longer than traditional preservation

methods. Avure has tolling centers across North America, Europe, Taiwan, as well as support and sales agents across the globe.

CIFT has worked with Avure on a number of projects including evaluating water activity on a variety of food types using HPP. CIFT also coordinated open house events to showcase HPP at Avure to several Ohio food processing companies. These events provided Avure exposure to a number of large food processing companies.



"We expect significant growth in our revenues as a result of CIFT facilitating introductions and partnerships," stated Jeff Williams, vice president and general manager, Avure.

This partnership is helping to enhance Ohio's reputation as

a "center for excellence" for this technology in the production of food products with high quality, enhanced food safety, and minimal use of chemical preservatives.



CIFT also helped Avure meet USDA Food Safety and Inspection Service, and FDA requirements for HPP for the specific study topics.

Already Avure has seen more than \$300,000 in increased sales as a result of working with CIFT, \$200,000 in retained sales that would have otherwise been lost, made new process investments of \$50,000, and saved more than \$105,000 in workforce and materials.

To learn more how CIFT can help your company, contact 419-535-6000, ext. 111 or info@ciftinnovation.org.

CENTER FOR INNOVATIVE FOOD TECHNOLOGY

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