

HPP

HIGH PRESSURE PROCESSING

FRESHNESS IS ALWAYS NUMBER ONE PRIORITY FOR THE CONSUMER WHEN ASSESSING MEAT. RICH COLOUR, PLEASANT AROMA AND GOOD TASTE ARE ALL COMMON SIGNS INDICATING FRESHNESS AND HENCE QUALITY. THE ONLY QUESTION THEN IS - **HOW TO PRESERVE IT?**

HIGH PRESSURE PROCESSING (HPP) EXTENDS THE SHELF LIFE OF THE PRODUCT, WHILE RESPECTING ITS SENSORY AND NUTRITIONAL PROPERTIES – WITH NO ADDITIONAL PRESERVATIVES NEEDED.



Preserves the nutritional properties, flavour profile and colour richness of meat and enables the product to stay fresh for longer.



No additional preservatives are required and in many cases salt content can be greatly reduced.



Longer shelflife means more efficient and cheaper distribution and at times new, previously unavailable logistical solutions.



HPP means improved food safety, and improved food safety means fewer recalls, higher consumer trust, and, as a result - a stronger brand.

THE PROCESS

Product in the final packaging is placed in a water-filled chamber and pressure of up to 6,000 bar is applied. High pressure causes damage to pathogenic microflora, including *E.coli*, *Salmonella* and *Listeria*, thus preventing later microbe outgrowth and ability to cause disease.

Importantly, because the product is packaged before it is HPP processed, cross-contamination is essentially eliminated and the microflora remains suppressed until the packaging is removed.

Product must still be stored under refrigeration.

BUT HOW IS THE PRODUCT ITSELF LEFT UNAFFECTED?

Because the product is fully immersed in the water chamber, applied pressure is distributed evenly among all product surfaces and hence no deformation occurs.

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If you place a grape between your two fingers and apply force - it will inevitably crush. This is because the pressure applied comes from two opposite sides. On the other hand, try to perform the same experiment while the grape is placed in a water-filled plastic bag and watch the grape remain unaffected by the pressure.

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SO WHAT HAPPENS WHEN I OPEN IT?

Products that have undergone HPP treatment remain fresh for longer even after the removal of the packaging. However, they must be kept refrigerated and consumed within the upcoming two-three days. This applies to all fresh produce.