



ANTIMICROBIAL FRUIT & VEGETABLE TREATMENT

Helps enhance your customers' safety by taking produce washing to the next level. Antimicrobial Fruit & Vegetable Treatment reduces dangerous pathogens that water alone can't remove. Protect your produce and your customers by using a convenient, time-saving treatment that controls dangerous surface organisms while improving the presentation of your fruits and vegetables.*

ANTIMICROBIAL FRUIT & VEGETABLE TREATMENT

Water alone does not kill harmful pathogens. Antimicrobial Fruit & Vegetable Treatment is EPA-registered and FDA-cleared to reduce harmful pathogens* on the surface of fresh-cut produce and in wash water. In addition, the unique formulation reduces spoilage organisms, removes waxy residues and can improve texture of the product; helping extend the shelf life and bolster the appearance of your produce.

Product Attributes

- EPA-registered
- FDA-cleared
- Kills pathogens *Salmonella*, *Listeria* and *E. Coli***
- Reduces spoilage organisms
- Cleans off waxes and residues

Benefits

- Saves time: Works in 90 seconds
- Convenient and reduces waste: Dispenses exact-use amount using innovative packaging
- No rinse required****



Left: Kale washed with water only.
Right: Kale washed with Antimicrobial Fruit & Vegetable Treatment.

*Pathogens: *Listeria monocytogenes* and *Salmonella enterica* (CDC 2011 www.cdc.gov/foodborneburden/2011-foodborne-estimates.html)

**Pathogens: *Escherichia coli* O157:H7, *Listeria monocytogenes* and *Salmonella enterica*.

***For fruit & vegetable raw agricultural commodities (RACs) when used according to the label instructions.

****See label for complete directions for use



Insights

- Antimicrobial Fruit & Vegetable Treatment reduces 99.9% of *Salmonella*, *Listeria* – two of the top-five leading contributors to foodborne illness deaths* – and *E. Coli* pathogens in produce wash water***. Effective on both whole and further-processed produce, with no rinsing needed. At its registered-use concentration, treatment does not impart any off-flavor or odor. All components are Generally Regarded as Safe (GRAS) or have been cleared by the FDA for the intended use in a no-rinse application.

LESS THAN ONE PENNY PER PLATE

BASIS

AFVT CASE PRICE IS \$42.44
(AVG. SELL PRICE)

128 OZ. OF AFVT/CASE

\$.33/OZ. OF AFVT

10 GAL. OF WATER TREATED WITH 10 OZ. OF AFVT
CLEANS 200 LBS. OF LETTUCE

THERE ARE APPROXIMATELY 8 OZ.
OF FRUITS AND VEGGIES PER PLATE

CALCULATION

$$(\$.33/\text{OZ. OF AFVT}) \times (10 \text{ OZ. OF AFVT}/200 \text{ LBS. PRODUCE}) \times (1 \text{ LB. PRODUCE}/16 \text{ OZ.}) \times (8 \text{ OZ. PRODUCE}/\text{PLATE}) = \text{\$}.008$$

CLEAN OVER 1 TON OF PRODUCE WITH 1 CASE OF AFVT

CALCULATION

$$(128 \text{ OZ. OF AFVT}/\text{CASE}) \times (200 \text{ LBS. PRODUCE}/10 \text{ OZ. OF AFVT}) = 2,560 \text{ LBS.}$$

A-Code	Product Description	Pack Size
8419474	Antimicrobial Fruit & Vegetable Treatment	2/64 oz.

EPA Reg. No. 1677-234



Use our mobile app for more
information on these products.