

SUBMISSION

PROPOSAL P1007

PRIMARY PRODUCTION & PROCESSING REQUIREMENTS FOR RAW MILK PRODUCTS (Australia Only)

PERSPECTIVE OF PRESENTATION: INDUSTRY

This presentation is based on the perspective of the Dairy Industry, equipment manufacturing area, whereas our company holds the World Wide Patent on photo purification system using UVC technology to:

reduce microbial loads within milk,

its co-products and by-products.



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Section One:

Submission Notes

Section Two:

**Research Paper University of Western Cape Food Microbiology
Department**

Section Three:

Technical Paper Equipment (Confidential)

Section One: Submission Notes

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1. Purpose

The purpose of this document is to introduce the FSANZ to New Technology Equipment that will allow the safe consumption of Raw Milk products via a Non Pasteurization and Non Thermisation, Cold Purifying process that eliminates the microbiological hazards from the liquid.

After nine years of R&D, Surepure Technology was launched commercially at the end of 2006. The roll out has now extended from South Africa to the UK, the USA & New Zealand. The Surepure International Corporate Head Quarters are based in Zug, Switzerland. Surepure South America & France have recently launched and the launch of Surepure Australia has commenced recently.

The Author of this document has recently been appointed as the Commercial Manger, Australasia, based in Melbourne, Australia with the office opening 8th January 2009



Surepure supplies, maintains & upgrades SP cold liquid purification technology that affords manufacturers the means to offer consumers safe, quality products with increased health benefits by maintaining the natural best of raw materials treated.

2. Introduction

Surepure holds the world wide patents to technology that cold purifies turbid liquids.

Surepure has successfully developed photo purification system using UVC technology to reduce microbial loads within milk, its co-products and by-products. The Surepure systems can be installed at farm level or on processing sites and accommodate a full range of commercial flow rates, from boutique style cheese operations to bulk milk, whey and milk by-products processors. Surepure holds the worldwide patent to this technology.

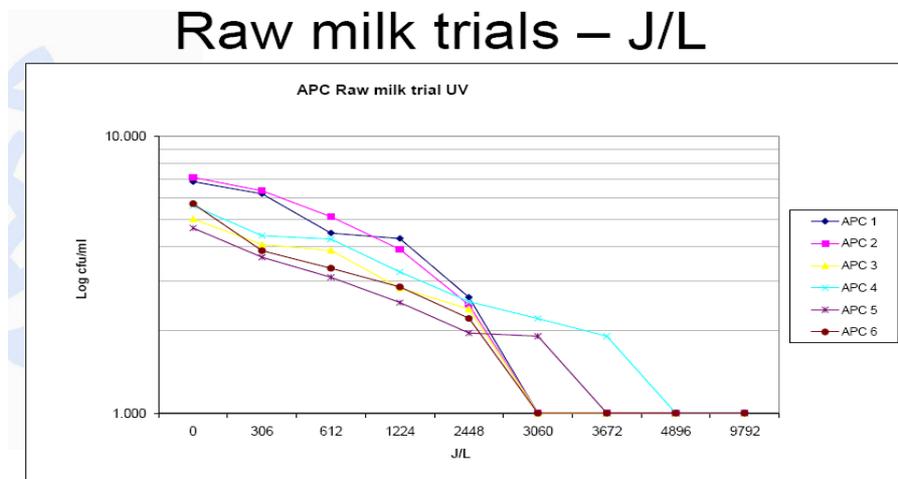
With Surepure's photo purification systems, dairy farmers and processors will be able to use this globally patented turbid liquid photo purification solution to

- Inactivate micro-organisms, even if heat-resistant
- Preserve the naturally intended nutritional value and organoleptic properties of their products
- Reduce their carbon emissions
- Conserve water, as there is no steam generation required
- Reduce production processing costs (energy, water)
- Reduce or even eliminate preservatives
- Enable them to consider more cost-effective raw materials that are susceptible to heat resistant micro-organisms, e.g. switching from white sugar syrups to brown sugar syrups in product categories such as flavoured milks and yoghurts
- Extend the shelf life of their products

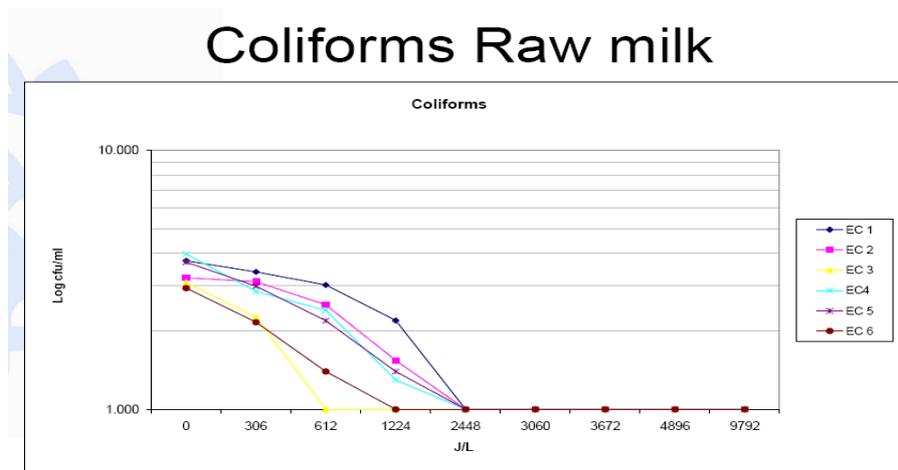
3. Scientific Assessments

The SP V1 system emits UV-C at the germicidal wavelength of 254.1 nm. That is of sufficient energy and duration to inactivate contaminating micro-organisms including pathogens.

Professor Pieter Gouws, Food Microbiology Research Group Department of Biotechnology University of the Western Cape has conducted evaluations of the technology and his report can be read in Section Two, **Research Paper University of Western Cape Food Microbiology Department** (attached in a PDF format).



Extracted Graph from Report



Extracted Graph from Report

4. Technical Information

A full specification sheet is attached in Section Three.

“Section 114 of the FSANZ Act requires FSANZ to treat in-confidence, trade secrets relating to food and any other information relating to food, the commercial value of which would be, or could reasonably be expected to be, destroyed or diminished by disclosure.”

We ask that you treat Section Three as Confidential.

The Surepure Technology is a Patented Technology and we ask that FSANZ restricts the distribution of the Specification Sheet.



5. Option to Consider

Our proposal to FSANZ is that as a generic management option which could be used singularly or in combination to resolve the issues described in Section 1. a level of intervention that can be implemented in a specified section of the production chain that the UV-C Technology (that Surepure holds the World Wide Patent on) be recognised as a method of bacteria elimination that is equal or greater lethal effect as Pasteurisation or Thermisation.

The Product can carry a Label that states this product is Not Pasteurised but it is Cold Purified by Surepure Technology.

Contrary to this, establish a process where the above statement can be proved via a series of Validation and Evaluation at either Food Science Australia or a similarly recognised agency or foundation.

The Surepure technology, with support from a number of USA organizations, is currently completing FDA Applications in the USA.

For Further Information

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