

Seamons, Colleen

From: Vic Cherkoff <vic@cherikoff.net>
Sent: Friday, 15 July 2011 4:24 AM
To: submissions
Subject: Improving food safety for fresh horticultural produce
Attachments: Herbal-Active for produce.pdf; Herbal-Active specification.pdf

Dear Sir,

I was only made aware of this initiative today and hence the lateness of my submission. I hope that it can still be considered as it is a simple solution to a national problem in spite of missing the submission date.

My solution, a product called Herbal-Active, to improving the food safety of fresh produce also provides a second significant benefit; that of extending the shelf life of the produce increasing the chance of its consumption and reducing food waste. This has positive environmental consequences just as enhancing food safety has health and productivity benefits.

While there are many chemicals used on foods in the horticultural industry, few are natural and innocuous to humans. Cherries are routinely dipped in fungicides banned in Europe. Wash water is often laced with peroxyacetic and peroxide which is noxious to workers and hard on processing plant. And despite the use of these chemicals, food safety is not ideal nor is our fresh produce very long lived.

There is a challenge from our distribution chains in that supermarkets and other outlets would be pleased to have food safe and long life produce but they will not be the group that applies a solution rather demanding the results while their costs continue to be reduced by lessening the in-store wastage. Wholesalers also say they do not handle the produce in anything less than cartons and so they put themselves out of the picture as contributors. Growers want produce to deteriorate rapidly so that they can supply more irrespective of the environmental consequences.

It is the consumers who actually want safe, long lasting food and so the onus falls to them to be educated on the solution. They are the ones who get sick, pay for produce that rots quickly and need to contend with the ramifications of both.

The challenge with mass-educating is the scope of the task and programs warning of the dangers of cross contamination from say, poultry to produce have not been 100% successful in the home. Therefore to leverage any effective campaign it is better to move up the food chain to the lowest number of participants possible. Therefore, growers are the natural choice for this education but consumers could underpin any lack of action by growers.

My solution is the promotion of a natural food rinse called Herbal-Active® and which can be used by growers who see the competitive advantage of long shelf life foodstuffs. I believe that it will be consumers who embrace the product, particularly those who currently wash their produce now.

Herbal-Active® is a natural antimicrobial made from culinary herb extracts. Used as a 1% solution, a simple dip and drain (fresh water rinse is optional) it kills food spoilage organisms along with food pathogens. The result is food safe and long lasting produce. Herbal-Active® can be used on pre-cut produce, sprouts, salad greens and fresh herbs, produce prior to juicing or preserving in oil as well and adds around a few cents per kg in cost. It replaces noxious, corrosive chemicals and is Australian made. Please refer to the attached information for more detail.

Kindest regards,
Vic

From the inventor of Skews®, Herbal-Active®, Kakadu Complex™, Wattleseed and pioneer of the commercialization of Australian botanicals for the food, beverage and cosmetic industries.

Cherikoff Bioactives
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Herbal-Active™

SPECIFICATION

Product Code:	HERACT1KG
Batch No:	DD MMM YY
Date of Manufacture:	DD MMM YY
Best Before:	DD MMM YY
Quantity:	X kg
Form:	Water Soluble Powder
Date of issue:	14 th Mar, 2009

Description

Natural flavour made from natural herb extracts for foods, beverages, flavorings and as an aromatic for cosmetics. Produced from steam distilled, CO2 and ethanolic extracts of local and imported culinary herbs and spices.

Appearance, aroma and Taste

A pale green powder with a spicy liquorice aroma as a concentrate but which is generally flavourless at recommended usage rates in foods or lightly fragrant and easily masked in cosmetics at higher addition rates.

Intended Use and Application rate

Suitable for a wide pH range of foods, beverages and cosmetics: Like hops in beer, Herbal-Active™ is anti-microbial at from 0.005% to 0.15% when added to cold blended beverages and cooked foods.

At 0.02 to 0.15% in foods, Herbal-Active™ powder is strongly anti-microbial but can be flavoured at the higher level, depending on the foodstuff to which it is added. Pre-treatment of cold formulated components at this concentration can reduce the microbial load significantly before diluting to a final, less flavored concentration range.

A 1 to 2% solution is recommended as a dip for meats, poultry, seafood and produce, processed and prepared foods to reduce microbial loads, protect from food spoilage organisms and extend shelf life.

Please discuss your applications with us for a recommendation as to the protocol to suit.

Regulatory Compliance

This product conforms to the requirements for food ingredients specified by the Joint Australia New Zealand Food Standards Code and revisions.

Label Declaration Natural flavors (essential oils)	Packaging 30g sachets, 1kg bags and 10kg bag in box
Country of Origin Australia	Storage Store cool for maximum life below 25°C for 24 month shelf-life
GMO Status 100% GMO free	Ingredients Acacia gum, culinary herb and spice extracts
Microbiological Commercially sterile when prepared to a 1% solution in water	Cautions Avoid prolonged contact of the powder with mucous membranes and soft tissues.

Allergen & Intolerance Agents

﷥ Gluten (wheat, rye, barley, oats, spelt, triticale)	absent
﷥ Crustacea and crustacea containing products	absent
﷥ Egg and egg containing products	absent
﷥ Fish and fish containing products	absent
﷥ Milk and milk containing products	absent
﷥ Nuts and nut containing products	absent
﷥ Peanut and peanut containing products	absent
﷥ Seeds and Seed products	absent
﷥ Soya and soya derivatives	absent
﷥ Sulphite in concentrations of 10mg/kg or more	absent

Nutritional Information

Nutrient	Per 100g
Energy*	1513kJ
Protein	0
Fat	0.5g
- Saturated Fats	0
Carbohydrate	92.6g
- Sugars	2.0g
Fibre	0
Sodium	5mg

* Energy calculated using factors specified in Table to sub-clause 2(2) of Standard 1.2.8 of the Joint Australia New Zealand Standards Code and revisions.

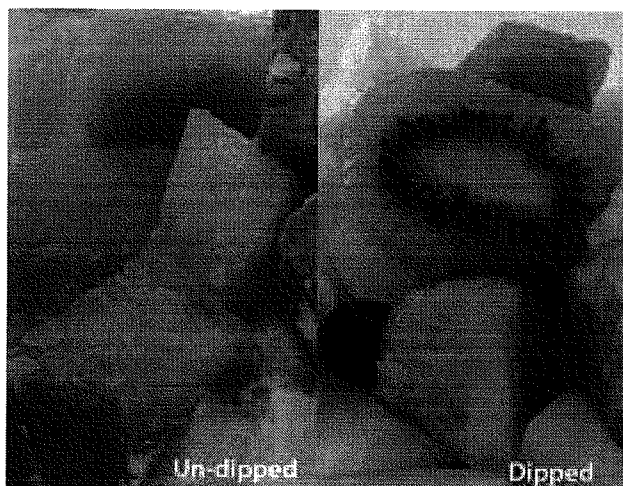
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Herbal-Active™

natural food rinse

- * anti-microbial
- * preservative-free
- * safe for all foods
- * approved by Organic Food Chain



- * flavourless in use
- * use as 1% solution
- * adds no more than cents/kg
- * dip and double shelf life

For more information:

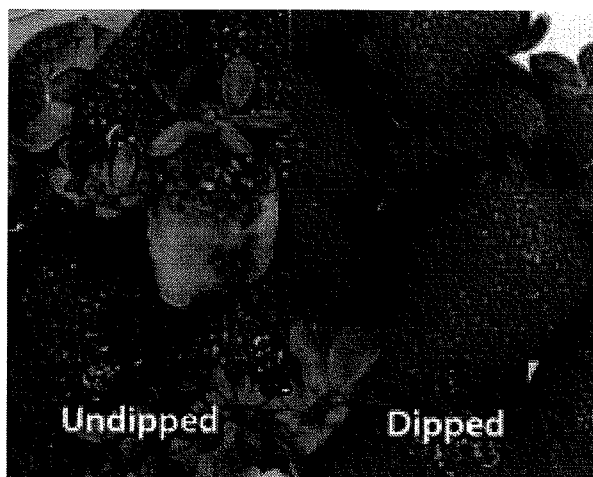
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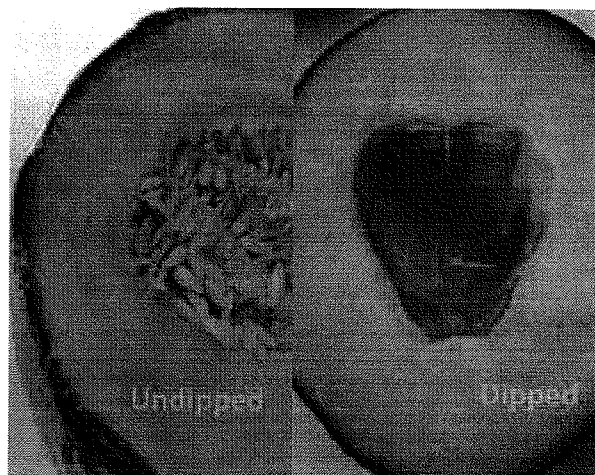
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functionals@cherikoff.net



- * extends shelf life
- * kills food spoilage organisms
- * active against food pathogens
- * made from GRAS essential oils
(from herbs and spices)



- * use on fruits and vegetables
- any fresh produce