



# Trans-Pacific Partnership TPP Historic Chance to Exit Food Waste

PRESS RELEASE - UPDATED: FEB 16, 2016

Expected growth in trade of fruits and vegetables between TPP members gives sustainable business opportunities for growers and marketers and lets consumers enjoy fresh produce safer, cleaner and environmental friendlier than ever before.



**Rotterdam, Netherlands, February 16, 2016 (Newswire.com)** -With the signed TPP agreement and eliminated tariffs undoubtedly the trade of typical im- and export foods such as fruits and vegetables between the twelve member states of the agreement will reach new heights in the near future. However on the way from farm to fork a lot of produce still gets wasted. The UN assessed the global cost of food waste at \$ 1 trillion. Well, with the benefits TPP contains it can change the situation for better: With the potential savings on import tariffs farmers and retailers have extra money to invest in produce safety and shelf-life which in return pays off directly with reduced waste figures and expenses for pesticide analysis going into millions of dollars. On the income side it opens marketing possibilities for growers and sellers of safe and clean fruits of vegetables targeting families and the health and wellbeing focused consumer.

One practical example for reaching the demanding consumer is Orgacure, a Dutch based company, specialized on reducing food waste in the fresh produce and food service industry, enjoying regulatory approval in Singapore, a TPP member, for their patented fruits and vegetables wash which purifies fresh produce from bacteria and residues and preventing it from early spoilage. Let's forward this: New Zealand's kiwifruit industry expects from the new trade agreement \$1,000 in savings for every hectare kiwifruit grown. The kiwi farmer operates with a yield of 9,000 kiwi trays and return of \$ 44,000 per hectare. By taking \$ 500, half of the tariffs savings, and investing it into produce safety and cleanness, the returns the returns in the kiwi value chain could well increase by 12 % or more and farmers probably making \$ 1,500 extra per hectare while adding value to their business by distinguishing from other growers and contributing sustainability to the value chain with lower food waste figures.

This would be also an excellent opportunity for brand recognition of 'Orgacure' growers and marketers. Market research in the US suggests that more than 50% of all consumers are concerned about the safety of fruits and vegetables with their purchasing decisions depending mainly on produce safety, price and residues (top 3) while organic was last (8). In a supermarket scenario where organic produce is priced 30-100% more expensive than conventional grown produce, the consumer could well opt for 'Orgacure' produce because it addresses their safety concerns as closest in relation to the price asked for the fruits and vegetables. Perhaps a 10% premium can be justified for safer and cleaner fruits and vegetables; even more to the fact that the 'upgraded' produce is purified, consumers don't have to wash it at home again which adds convenience to the fresh produce category. In summary it's a win-win-win deal for business, consumers and the environment when the Trans-Pacific Partnership TPP gets ratified.

TAGS

- brand recognition
- consumers
- convenience
- environment
- farm to fork
- food safety
- Food Waste
- growers
- health
- marketers
- New Zealand
- Orgacure
- organic
- pesticides
- produce safety
- purified fruits
- residues
- shelf-life
- Singapore
- sustainability
- tariffs
- TPP
- Trans-Pacific Partnership
- upgraded produce
- wellbeing

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