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AFBI and Avure put seafood under pressure!

Avure Technologies and the Agri-Food and Biosciences Institute (AFBI) announce a High Pressure Processing seafood toll license agreement.

Belfast UK and Kent WA USA (November 17, 2009) - High Pressure Processing (HPP) of seafood, from Crabs to Whelks, offers unique advantages to all areas of the seafood industry. Far greater meat yields and easy extraction of raw meat, easy-opening shellfish, longer chilled shelf life and far higher food safety are just a few of the many HPP advantages. Add to that, lower production costs and the creation of unique, consumer friendly added-value products.

To facilitate the realisation of the advantages of the technology, the Agri-Food and Biosciences Institute (AFBI) in Belfast, Northern Ireland has been granted a seafood toll license and admittance into its tolling partner program by Avure Technologies, global leader in HPP technology and patent holder of this unique process.

Dr Margaret Patterson, AFBI lead scientist for HPP stated "HPP brings prosperity and employment back to the producers and local community, rather than selling the basic products for others to add value to. Local high quality seafood,

minimally processed into exciting new and convenient products without incurring unnecessary “food miles” are now a reality, thanks to HPP.”

AFBI have invested in an Avure 35L pilot HPP system and associated preparation kitchens, cold store, chillers, packaging facility and also have the ability to offer full microbial and pathogen laboratory analysis of HPP products, for shelf life and food safety verification to International standards.

The license means that producers and food research organisations, be they local, within the EU or outside, can access the AFBI “HPP” facilities and arrange with them to test, develop or enter into limited scale production of HPP seafood.

The AFBI facility and HPP system is suitable for most consumer and service sector products, including dips, meats and juices and their packaging, so the entire “product” can be developed and tested in-house.

Producers have, via AFBI, the ability to develop and test market HPP products without the initial cost and risk of investment in the HPP equipment. AFBI have a HPP Product Development Service where payment of very reasonable toll and/or development fees on a per hour or per day basis provides a low cost, low risk entry to market. Once a market demand is established, the business case for investment in an Avure HPP system and in the case of seafood, an HPP seafood license, becomes a straight forward business decision.

About Avure Technologies Inc: Avure Technologies specializes in the design, manufacturing, installation, and global support of high pressure presses for sheet metal forming, densification of advanced materials and critical industrial parts and high pressure pasteurization to keep food fresh longer and pathogen-free. The company has its headquarters in Kent, Washington (Seattle area), with equipment design, manufacture and support operations in Vasteras Sweden, Columbus Ohio and regional sales and support operations globally.

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About AFBI: _ The Agri-Food and Biosciences Institute (AFBI), is a leading provider of scientific research and services to government, non-governmental and commercial organisations. With our unique breadth of facilities and scientific capability in agriculture, animal health, food, environment, biosciences and economics AFBI conducts a wide range of valuable projects for both the public and private sectors. www.afbini.gov.uk. Contact: Michael Robinson, AFBI Innovations, Tel: +44(0) 28 9025 5636 or info@afbini.gov.uk