



**For Immediate Release**

**NEWS RELEASE**

**MAPLE LODGE FARMS LAUNCHES  
REVOLUTIONARY FOOD PROTECTION TECHNOLOGY - SAFESURE™**

***Innovative high pressure processing provides high degree of protection  
for poultry deli products***

**Brampton, ON (April 15, 2009)** – Maple Lodge Farms, a Brampton, Ontario-based producer of poultry products, has announced the launch of its SafeSure™ High Pressure Processing System (HPP), an advanced food processing technology for ready-to-eat meats. It is the first poultry processor in Canada to invest in this technology for its deli products. The result is exceptional food protection against bacteria such as Listeria, fresher taste and longer shelf life for Maple Lodge Farms' products when compared to food which has undergone conventional food-preservation techniques.

The greatest benefit of using High Pressure Processing in processed and packaged deli products is the disabling of pathogens such as Listeria, Salmonella and E.coli, as well as bacteria that cause food spoilage. Implemented as the last step in the process, SafeSure™ virtually eradicates most potential pathogens before the products leave the plant. Because these products are processed in their packaging, there is absolutely no risk of recontamination as long as the packaging remains intact.

A December 2008 survey of Canadians conducted by BrandTrust found that food safety now ranks virtually equal to freshness when considering purchasing processed meats - 94 per cent of respondents ranked food freshness as the most influential factor, with 92 per cent also ranking food safety.

“Canadians, now more than ever, are vigilant when it comes to food safety, particularly with ready-to-eat meats found in the deli section,” says Maple Lodge Farms CEO, Michael Burrows. “Maple Lodge Farms is taking a proactive approach to food safety. As a family-owned company, our goal is to exceed Canadians' expectations as well as industry standards. By investing in HPP technology we can provide a high degree of protection for these products without using additional preservatives - something we believe our consumers will appreciate.”

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## **SafeSure™ High Pressure Processing**

SafeSure™ High Pressure Processing is a proven technology in which foods, such as deli meats, are exposed to extraordinary pressures (87,000 pounds per square inch) for a short period of time. To put this into context, the deepest trench in the ocean exerts 16,000 pounds per square inch of pressure, which can crush most living creatures and a submarine hull. SafeSure™ HPP technology operates at five times this pressure. This intense pressure disables virtually any potentially existing spoilage organism or illness-causing bacteria found within the product and package – not just on the surface. However, High Pressure Processing leaves molecules such as many flavour compounds and vitamins intact. Therefore, taste, nutrition, appearance and texture remain unaltered in the products.

HPP is so effective that it is used by NASA as a method of food preservation for products used on the space shuttle missions.

The science behind High Pressure Processing is well-proven and offers an approved alternative to using chemical additives, such as sodium diacetate, as Listeria control measures. The process is recognized by the Canadian Food Inspection Agency (CFIA), Health Canada, the United States Food and Drug Administration (US FDA) and the United States Department of Agriculture (USDA) Food Safety and Inspection Agency as a highly effective listericidal process. Sodium diacetate, in conjunction with either sodium or potassium lactate, works to preserve the level of bacteria that may already be present in the meat, whereas SafeSure™ High Pressure Processing disables them.

Although High Pressure Pasteurization was first discovered in the 1890s, it was only in the last decade or so that the technology became efficient enough for commercial food processing application. Avure Technologies, based in Kent, Washington, is the developer of Maple Lodge Farms' SafeSure™ High Pressure Processing equipment and the leader in this field.

“High Pressure Processing has been used very effectively in several other countries including the United States, Western Europe and Japan,” says Glenn Hewson, Vice President of Global Marketing, Avure Technologies Inc. “HPP processed foods include fruit smoothies, guacamole, ready meals with meat and vegetables, oysters, fruit juices and salsa. Other prominent United States ready-to-eat meat processors have been using this technology very effectively on deli meats.”

## **Maple Lodge Farms SafeSure™ Products**

“We believe that our customers want fewer preservatives in their deli products,” says Burrows. “Our goal is to provide an extra degree of protection to our foods in addition to making them healthier and more nutritious. SafeSure™ technology provides the ability to do all this and doesn't use chemicals in the process.”

Canadians will be able to easily identify Maple Lodge Farms poultry deli products that have undergone High Pressure Processing by the new SafeSure™ logo on product packaging. Maple Lodge Farms products that have undergone the SafeSure™ process include their ready-to-eat deli products as well as Chicken Bacon.

The first Maple Lodge Farms SafeSure™ products will be available in grocery stores across Canada in April 2009.

### **About Maple Lodge Farms**

Maple Lodge Farms is Canada's largest independently owned poultry processor, based in Brampton, Ontario. Established more than 50 years ago, the goal at Maple Lodge Farms has always been not just to meet industry standards but to exceed them. In keeping with this tradition, they have implemented this revolutionary technology as a measure of added food protection for their customers. The company is continually developing new, innovative and nutritious chicken products. For more information on SafeSure™, visit [www.safesure.ca](http://www.safesure.ca) or [www.maplelodgefarms.com](http://www.maplelodgefarms.com).

### **About Avure Technologies Inc.**

Avure Technologies, based in Kent, Washington, specializes in the design, manufacturing, installation and global support of high pressure presses and high pressure pasteurization systems to keep food pathogen-free and fresh longer. With over 50 years of experience, the company has installed and serviced more than 1,700 systems in 43 countries. For more information, visit [www.avure.com](http://www.avure.com).

To schedule an interview with Michael Burrows, CEO, Maple Lodge Farms; Carol Gardin, Marketing Manager, Maple Lodge Farms or Glenn Hewson, Vice President of Global Marketing, Avure Technologies, or for photos and product samples, please contact:

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