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RELEASE AT WILL

Fresh Cuts benefit from new, more-powerful Precooler/Recooler

The shelf-life of fresh-cut is more important than for fresh, because the price per pound is higher, and therefore waste and markdowns are more costly, the shelf-life is usually less to start with, and because of risk of foodborne illnesses if left too warm too long.

The “Fresh-Cut Precooler” is the newest innovation from industry-leader Global Cooling Inc., based in Philadelphia, Pennsylvania. According to inventor and company president James D Still, “our Fresh-Cut Precooler has 40 horsepower of fan power and delivers 50,000 cfm (*cubic feet per minute*). This assures that all fresh-cut produce packages can receive at least four or five cfm per pound, and be cooled just as fast as humanly possible.”

According to the FDA, holding fresh-cut produce at appropriate cold storage temperatures reduces the potential for microbial growth. In the USDA guide for defects in fresh cut produce, the majority of those listed can be related to improper temperature.

“Especially now that consumers are so organic-focused,” Still continued, “recooling of fresh-cut with forced-air is naturally an organic preservative, and modified atmosphere films work best when the produce is optimally cooled first”. The rate of respiration of fresh produce is inversely related to product shelf-life, which means that a higher respiration rate decreases shelf-life. Fresh fruits and vegetables that have been cut or otherwise physically altered will have increased respiration, and thus, a shorter shelf-life.

Thus far, Jet Heavy-Duty precoolers are in use in Hawaii and Australia, where produce is even more costly than most mainland areas and countries. “The extra airflow from the Fresh-Cut precooler means retaining the freshest possible fresh-cut product for the longest possible time,” Still concluded.

At regional fresh processing centers, as the fresh-cut bags or clamshells are aggregated into cartons or RPCs, and then palletized for shipment to distribution centers, Global's new
precooler are placed in a nearby cold storage room, and provide for a forced-air precooling tunnel, instead of just using room cooling.

“With the heavier-duty Fresh-Cut precooler,” said Still, “final cooling or recooling is achieved almost twice as fast as with our Jet-Ready model, all other things being equal. “

Global Cooling Inc. manufactures the Jet-Ready, Jet-Heavy Duty, and Jet-Ripe portable precoolers, as well as the Rapid-Cool 2- and 3-tier high pallet racked precoolers.

“Our Jet Precoolers are made in America,” explained Global’s Vice President Jim J. Still, “right here in Philadelphia at the Philly Navy Yard business park. All of our components are the best that money can buy, and our portables are amazingly powerful, we consistently outperform bunker wall systems and farm-built box fans time after time.

For more information about Global's Fresh-Cut and Jet-Ready Precoolers, see www.PreCoolers.net. Or eMail to: Solutions@Pre-Coolers.net. Or call 1-844-858-4621, local 1-610-248-9800. Jim Still, Founder/President/CVO, Global Cooling Inc.

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