

SUNFRESH MARKETING CO-OP LIMITED

Trading as



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Sunfresh Marketing launches its own 'War on Waste' with its 100% natural long-lasting avocado pulp – Sunshine Coast first, revolutionising the avocado industry worldwide.

With topic of 'food waste' grabbing headlines around the world, Sunfresh Marketing has been making some headlines of its own, through new technology that will minimise food waste in the way of avocados.

The avocado is set to have a major reputation makeover with the development of Sunfresh's purpose built facility that utilises innovative technology to produce a 100% natural avocado pulp – that does NOT brown.

Using state-of-the-art technology developed on the Sunshine Coast by the Naturo Company, Sunfresh has found a solution for avocados. The result is a 100% natural processed pulp, which has no additives, no preservatives and has the benefit of a much-desired quality of not browning when exposed to the air – a world first! The product, once cut open, can last up to 10 days, staying green and fresh, while retaining its natural flavour.

The new avocado pulp, will open up doors to countries, which due to biosecurity laws were previously unapproachable – the pulp providing great opportunities for export while complying with biosecurity restrictions.

This product was recognised earlier this month, with Sunfresh Marketing's presence at the Hotel and Food Exhibition (HOFEX), an international exhibition of global fine food, drink and hospitality products in Hong Kong.

This is an important outcome for Sunfresh members and the avocado industry, with interest shown from many countries around the world, providing huge opportunities for growth.

Sunfresh celebrated the official launch at their Coolum facility on Thursday evening, where industry representatives were given the opportunity to tour the facility and view the new equipment in action.

For more information visit: www.sunfreshavocado.com.au

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Further information and images for the purpose of media stories can be found on:

www.sunfreshavocado.com.au



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