



CLIENT SUCCESS STORIES

Client:

Flow International Corporation, Fresher Under Pressure Food Technology

Flow International Corporation, a leading developer and manufacturer of ultrahigh-pressure (UHP) technology for cutting, cleaning and food safety applications, had developed a proprietary technology called *Fresher Under Pressure* that, when used in food preparation, destroys harmful bacteria and pathogens.

Challenge:

Flow sought to commercialize its ultrahigh-pressure (UHP) food safety technology, Fresher Under Pressure, in the United States as well as in international markets. The timing of Flow's technology launch was important, given rulings at that time by the U.S. Food and Drug Administration (FDA), which was gearing up to mandate its 5 log HACCP rule for fruit and vegetable juice. Fresher Under Pressure (FUP) met this new standard.

Approach:

FUP has clear and superior nutritional advantages as an intervention process over thermal processes such as irradiation and pasteurization, yet the technology was not widely known or accepted among those in a position to make or break the technology: policymakers, trade groups, and regulatory agencies.

The approach was to cultivate the food policy and regulatory community and educate and reassure the voice of the US consumer—through key consumer groups. We also needed to educate and gain the acceptance of the policymaking community and food trade groups, and cultivate and gain the acceptance of consumer groups such as Public Voice and Center for Science in the Public Interest – the idea being that these groups and policymaking community could speak on behalf of the technology and lend it credibility.

Goals for the program were to:

- Help increase equipment sales
- Seek champions of FUP among consumer and trade groups as well as policymakers
- Convince companies who were “on the fence” to adopt FUP as a technology of choice
- Maintain FUP's reputation by developing a crisis plan
- Create a climate of acceptance for FUP in the food world (through media and influencers)
- Maintain the use of the “fresh” label for FUP products
- Work in vertical markets (processed meats, juices, seafood)
- Generate significant media coverage of FUP in order to enhance its value

Key success factors included having:

- Respected consumer groups endorse the technology
- Newspaper food and health editors write about the technology at the appropriate time
- Trade associations help spread the word
- National business publications carry stories on the technology—and portray it in a favorable light
- FUP on the radar screen of policymakers and regulatory agencies and ensuring it was favorably regarded
- Regulators allow the “fresh” designation on FUP-processed foods
- “Influentials” do the talking.

Results:

Implementing the plan over a period of five years, the company successfully navigated the regulatory process to help gain commercial acceptance of FUP technology. Today, “high pressure processing” has become a leading food processing technology, used in processing leading food brands such as Wholly Guacamole®, Jumex fruit juices, Hormel, Motivati Seafoods, and other consumer brands.