

# BRAND PROTECTION FOR FRUITS AND VEGETABLES



Sustainable Solutions for Health,  
Productivity and the Environment.



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# Experts in Brand Protection for Fruit and Vegetable Processing...

Is your plant in regulatory compliance? Are your customers demanding more from your Food Safety Program? Fruit and Vegetable Processing manufacturers deal with a multitude of issues daily but producing safe food is a critical requirement. Due to the nature of the products you are manufacturing and the growth of ready-to-eat products, controlling pathogens such as Salmonella, E coli and Listeria is an absolute necessity or these and other opportunistic bacteria could result in the loss of lives and the forced closing of your company.

Implementing a HACCP-based food safety program and following the principles of GMP are necessary to control pathogens and meet the requirements of your customers. Increased shelf life and improved quality are also necessary in growing brand equity, increasing consumer confidence and increasing company profitability.

## The BrandGuard Approach

Our HACCP-based BrandGuard Food Safety Program offers solutions to the fruit and vegetable processing industry across all aspects of food safety including brand protection and sustainable solutions.

AuditGuard, a component of BrandGuard, is a comprehensive program that prepares you to pass your SQF, BRC or similar audits by identifying program deficiencies before they negatively impact your brand, your customers and your profitability.

- Listeria monocytogenes
- Salmonella spp.
- Escherichia coli O157:H7
- Other pathogenic E. coli
- Staphylococcus aureus
- Campylobacter spp.
- Clostridium perfringens
- Clostridium botulinum

Our Food Safety Specialists will design a comprehensive program to meet your most difficult soil and microbiological challenges.

Our 31-Point Service Program identifies sustainable solutions to provide:



Improved worker safety



Chemical usage efficiency



Reduced water and energy use



For more information visit  
[www.rochestermidland.com](http://www.rochestermidland.com)  
or call 1.800.836.1633 today.

