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The next evolution in extended shelf life for fresh produce is here in the Food Freshness Card

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It looks a bit like a sheet of gold leaf — but its value is many, many times greater.

The Food Freshness Card, developed by Brockton, MA-based Nature's Frequencies, a leading developer of applications utilizing scalar wave technology that assist in better health and overall wellness, is now being used in the fresh produce industry. It is as much as doubling, and sometimes more, the shelf life of many perishable products.

“The U.S. Patent Pending Food Freshness Card combines quantum physics, Tesla technology and a myriad of other technologies in a proprietary process,” explained Rick Hassler, company director. “It is laboratory, university and commercially tested to keep food fresher longer without the use of ethylene gas absorption or any other use-controlled atmosphere method. The card works inside or outside of a refrigerated atmosphere and one card covers about a five-foot radius.”

That radius sounds perfect for a home refrigerator or even sections of a produce department shelf, but Hassler and his colleagues realized the much bigger picture — getting the fresh product from the grower to the grocery store — and with plenty of time for it to be sold and enjoyed by consumers before it begins to break down.

“We can configure the Food Freshness Card system for pallets, containers, flats or any other shipping method,” Hassler pointed out. “And we can develop systems for grocery stores, foodservice operators — including ocean liners and hotels with varied guest loads — industrial operations and even home kitchens. A version can also be developed to be applied inside of packaging models, such as

clamshells and plastic bags.

“We realize that each fresh produce item has its own set of issues related to breakdown,” he continued. “Berries are different than mushrooms, for example. But if you come to us with the unique set of challenges your product faces, we can develop a Food Freshness Card system specifically for that product, with the exception of the banana category. And we provide a 90-day, 100 percent satisfaction guarantee.”

Hassler said that today some 45 percent of harvested produce goes to waste, making the Food Freshness Card a giant leap forward in extending shelf life.

The company has already created a new formula that inhibits the fungus issue for pre-washed berries, thereby increasing the shelf life by at least a week. It is currently experimenting with formulas that inhibit pathogens and bacteria.

The Food Freshness Card is already enjoying huge accolades. It won top honors and the Grand Prix Award at INPEX 2016, America’s largest invention show. Hassler noted that one of the judges at the event stated that it is really a discovery, not an invention.

It also won a Bronze Medal at IENA Invention Trade Fair in Nurnberg, Germany, for Best New Product and Invention, and it was recently nominated for an Edison Award.

“We operate our business and our lives at the highest efficacy levels,” stressed Hassler. “Our goal is to educate and to prove how the Food Freshness Card can improve your bottom line, your efficiencies and even your customers’ appreciation and commitment to your company.”

Hassler invites produce trade professionals to contact him and his associates for more information through the company’s website, www.foodfreshnesscard.com.

The company focuses on science and research that enables it to create amazing products that are light years ahead, and that is where it wishes to keep its attention.

“We are looking to form distribution partnerships so we can spend our time discovering and developing new and better ways to save food and help make this a better world for all to live in,” added Hassler.

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