

New Product Extends Life Of Produce

HOUSTON, Texas — Consumers will now be able to store their fresh fruits, vegetables, herbs and flowers for weeks, or even months before they spoil thanks to Evert-Fresh bags, a new chemical-free packaging product available in grocery and health food stores. The bags, which are made of processed oya stone, absorb and remove ethylene gas which causes aging and ultimate deterioration in produce and flowers.

Unlike ordinary plastic bags, Evert-Fresh bags "breathe" so that damaging gases produced by fresh produce are removed. An anti-fogging treatment minimizes moisture, inhibits bacteria growth and reduces vitamin C loss up to

50 percent.

"This product appeals to the health conscious," said Tom Stewart, president of Evert-Fresh Corporation, a Houston-based company. "Our reusable bags allow consumers to purchase larger quantities of produce, and store the product. Consumers like the lower bulk prices and the convenience of making fewer trips to the grocery store."

The bags also encourage healthier eating, according to Stewart. "Most working people eat a lot of fast food lunches because of convenience," Stewart said. "That is not only unhealthy, but expensive. With Evert-Fresh bags, workers can bring healthy produce to

work, and have salads for lunch. If unexpected business lunches come up every day for a week, the produce will still be good the next week or the week after."

The product also appeals to farmers because it extends the length of time they have to get produce to market, according to Stewart. "Our packaging, which is reusable, allows farmers to store produce longer preventing glut supply situations," Stewart said. "In addition, our bags and film allow farmers and shippers to plan more efficient travel itineraries for their deliveries."

Dole Tropicfresh conducted shelf life tests using Evert-Fresh film on its fresh green asparagus.



Evert-Fresh bags are sold in the produce department of most grocery and health food stores. The chemical-free bags are lined with processed oya stone, a mineral that absorbs ethylene gas which causes deterioration in fruits, vegetables, herbs and flowers. In addition, bulk Evert-Fresh film is available in double-tube rolls, ranging in width from 6- to 40-inches.

Send Dairy Recipe For Free Gift

In a salute to dairy farmers, *Lancaster Farming* wants to show our readers how versatile and great tasting dairy products are when used in appetizers, dips, soups, breads, main dishes, vegetables, desserts, beverages, snacks, and salads.

Every person who jots down a favorite recipe using dairy products and sends it to us will receive a packet of 25 decorative recipe cards and a note pad.

Please send your recipe using a sizable quantity of at least one of the following ingredients: milk, cream, sour cream, butter, yogurt, buttermilk, ice cream, cottage cheese, ricotta cheese, cream cheese or any hard or soft cheese.

Print or type your recipe and be sure to give accurate measurements, temperatures, times, and sizes of baking dishes to use. Be sure to print your name, full address, and phone number on the recipe. Please include a few paragraphs about yourself or your family. Although it is not required, we'd like a picture of you or your family to include with the recipe when it is printed. Photos will be returned if you mark your name and address on the back of the photo.

All recipes submitted will be printed during the month of June. This is a popular annual event for our readers who enjoy the recipes and reading tidbits of information about the person who submits the recipe.

Send your recipe and accompanying information and photo to Lou Ann Good, Lancaster Farming Dairy Recipe Extravaganza, P.O. Box 609, 1 E. Main St., Ephrata, PA 17522.

One recipe for family, please. Send it immediately as the deadline for entries must reach us by June 1.

Results showed that asparagus wrapped in Evert-Fresh film deteriorated significantly less than that wrapped using their existing commercial packaging. Stemilt Research and Development lab conducted similar test using pears. Analysis indicated that Evert-Fresh film slowed the maturing process with relation to pear firmness, sugar content and color.

medium and large sizes. Prices for the bags start at around \$2.49 per package. They can be found in the produce sections of most grocery and health food stores. Bulk Evert-Fresh film is available in double-tube rolls, ranging in width from 6- to 40-inches. However, Evert-Fresh film can be custom manufactured to meet any size requirements. For more information about the bags or film contact Evert-Fresh at (713) 529-4593.

The bags are sold in packages of 10 and are available in small,

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