

# AGRI-NEO

## **FREQUENTLY ASKED QUESTIONS (FAQ)** **ABOUT NEO-PURE FOR FOOD PROCESSORS**

### **WHAT IS NEO-PURE?**

Neo-Pure harnesses the power of oxygen to control pathogens like *Salmonella* on seeds and grains. It is a liquid solution that achieves total coverage and a powerful mode of action. Neo-Pure is composed entirely of food-grade, organic compounds found in nature. Its environmental and human safety profile has been reviewed and approved by regulators and certifiers (organic, kosher, halal).

### **WHY DOES NEO-PURE WORK?**

Neo-Pure generates a 5-log reduction of pathogens like *Salmonella* without altering seeds or grains via a novel liquid solution that ensures:

- *Total coverage:* Neo-Pure's proprietary formula allows it to cover the entire surface of seeds and grains, and penetrate harborage areas in cracks and crevices to provide consistent and maximum efficacy.
- *Powerful action:* Neo-Pure releases oxygen to destroy all pathogens and unwanted microbes on contact by disrupting cell membranes and degrading their DNA.
- *No changes to food:* Neo-Pure keeps the organoleptic and nutritional properties of food unaltered. It does not affect plant cells, oils, proteins, or enzymes in the core of seeds and grains, nor does it cause clumping from mucilage even in chia or flax.

### **HOW DOES NEO-PURE WORK?**

The Neo-Pure intervention step follows a proprietary three-part process in its Food Safety System:

1. Apply Neo-Pure onto seeds and grains in the Applicator to ensure uniform coverage
2. Hold for a period of 12-24 hours to achieve maximum efficacy
3. Dry off free H<sub>2</sub>O by-product on surface of seeds and grains back to original moisture levels in a Dryer (Agri-Neo's or yours)

The result: Seeds and grains are left raw, organic, and viable, without pathogens like *Salmonella* and an overall cleaner spec sheet.

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## **HOW DOES NEO-PURE MITIGATE FOOD SAFETY RISK, SPECIFICALLY FOR RECALLS AND OUTBREAKS?**

- Delivers a 5-log reduction of pathogens, such as *Salmonella*, validated by food safety science laboratories at universities
- Provides broad spectrum control of unwanted microbes such as aerobic bacteria, yeast, mold, and coliforms
- Approved by government regulators in the U.S. and Canada
- Endorsed by major grocer retailers as an effective strategy to manage food safety risks

## **HOW DOES NEO-PURE IMPROVE FOOD QUALITY AND INCREASE SALES?**

- Neo-Pure enhances food safety, which improves food quality by eliminating risk of food poisoning
- Market ingredients and food products as raw and organic, with all sensory and nutritional qualities intact
- Contributes to clean label that consumers place premium upon
- Enhances stability and shelf life with lower microbial loads
- Differentiates versus competitors who do nothing for food safety, or use technology like pasteurization that changes end product
- Major retailers and food companies prefer food unaltered for ready-to-eat products while having an intervention step in place

## **WHY SHOULD I MAKE THE CAPITAL INVESTMENT TO ADD NEO-PURE TO MY PROCESSING CAPABILITIES?**

Your customers – food companies and major retailers – are looking for the missing intervention step in processing seeds and grains, and your ability to fill that need will differentiate the products and services you sell to them, increasing your market share and providing a significant economic incentive to invest in Neo-Pure.

Food processors that have integrated the Neo-Pure intervention step into their operations have grown their business by satisfying the increasingly stringent thresholds for allowable microbial loads on seeds and grains. They have also generated cost savings from having to send their food out for toll heat, ETO, or irradiation treatment. Furthermore, they have been able to realize additional revenue opportunities by offering the Neo-Pure intervention step as a service to the market.

At the end of the day, Neo-Pure is good for consumers, and because of that, good for businesses including yours.

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## **IS NEO-PURE A CONVENTIONAL CHEMICAL?**

No. It is derived from plants, and is composed entirely of naturally occurring organic materials. After it is applied onto seeds and grains, it biodegrades into H<sub>2</sub>O that is then dried back to their initial moisture levels, leaving behind no residues.

## **IS IT ORGANIC?**

Yes. Neo-Pure is certified organic, and fits within the U.S. National Organic Program (NOP) and Canadian Organic Regime (COR). Simply put, it provides food safety as nature intended.

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