

Customer Brief

Maple Lodge Farms



Industry
Food Processing

Headquarters
Maple Lodge Farms
Toronto, Canada

Avure Equipment
QFP 350L-600

“Maple Lodge Farms is taking a proactive approach to food safety. By investing in HPP technology we can provide a high degree of protection for these products without using additional preservatives – something we believe our consumers will appreciate.”

Michael Burrows
CEO
Maple Lodge Farms

High Pressure Protection™ Means Safety Assurance for Maple Lodge Farms

Maple Lodge Farms Ltd., a family-owned business and Canada’s largest independent poultry processor, operates a fully integrated enterprise that includes hatcheries, feed mills, and processing facilities, as well as a modern laboratory to ensure product quality and safety. This integration allows close monitoring and control of the quality and safety of their products through the food chain, from the hatching of an egg all the way through to becoming the food served on consumers’ dinner table.

In 2008, Maple Lodge Farms began looking at HPP for shelf life extension benefits for their many products. In 2009, after another Canadian processor suffered a listeria outbreak due to slicing equipment contamination resulting in several deaths, Maple Lodge accelerated adoption of HPP into their processing. The company decided to add it for food safety assurance, and to make consumers aware that they were taking this step, marketing the food safety benefit of HPP to its consumers.

High Pressure Processing and Regulatory Compliance

While the extraordinary benefits of high pressure processing have been known to scientists for over a century and have the approval of Health Canada, the US Food and Drug Administration and USDA Food Safety and Inspection, Maple Lodge Farms was the first Canadian poultry producer to integrate it into their processing.

Prior to adding high pressure processing as a last, most important step in food safety methods, Maple Lodge Farms’ food safety protocols and standards were already among the highest in the industry, with HACCP (Hazard Analysis Critical Control Point) certification since 1998 and exceeding Canadian regulatory requirements.



“We have taken these [food safety] concerns seriously and as a result, we are leading the industry by introducing High Pressure Processing (HPP) as an additional and final step to the production of all our deli meats. This advanced technology provides a high degree of food protection, and uses no chemicals in the process - something we thought you would appreciate.”

Michael Burrows, CEO
Maple Lodge Farms

HPP – a Brand Positive Technology

With Avure's assistance, Maple Lodge created a branded name for their use of HPP – High Pressure Protection™ technology – where their complete line of deli products is exposed to ultra-high water pressure, disabling potentially lethal pathogens, such as Listeria, Salmonella and E.coli, and food spoilage organisms ensuring the safety of the products – while enhancing the freshness and extending shelf-life of their products without the addition of heat or preservatives. The launch of the High Pressure Protection line was supported by Avure staff, and gained high visibility in the Canadian processed foods marketplace. This proactive safety step taken by Maple Lodge Farms minimized the long term erosion of consumer confidence due to food safety scares and recalls that some other producers have faced in Canada.

Avure Technologies

The high pressure systems being used by Maple Lodge Farms were designed, manufactured, and installed by Avure Technologies. With headquarters in Erlanger, KY, USA, Avure specializes in high pressure processing systems that use pressure instead of heat or chemicals to inactivate pathogens and spoilage organisms in foods and beverages.

Avure has lead the development of high pressure technologies and applications for more than 50 years. To learn more about HPP technology and equipment, please visit Avure.com, or contact us today.

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