

CUSTOMER SUCCESS STORY



At BASF, we don't grow the peppers. We help keep them fresher, longer.

Customers: Prime Time International, Coachella Valley, Calif.

End-Use: Prime Time Peppers

Product: FreshSeal® Postharvest Coatings

PROBLEM: Prime Time International is known in the produce industry as “The Pepper People.” With a commitment to year-round, on-time delivery of peppers that are distinguished by their color, flavor and freshness, Prime Time peppers are grown on 4,000 acres of land in California, Florida, New Jersey, Texas, North Carolina and Mexico. Production varies from site to site due to differences in climate and growing conditions. One thing that does not change is Prime Time’s focus on quality. “We’re trying to get the most perfect pack of peppers we can,” said Chuck Hodges, Managing Partner of Prime Time International. This is not a simple task; Prime Time ships more than 5 million packages of peppers each year. To meet this challenge, Prime Time invests in improvements such as moving its packing operation out of the fields and back into sheds for better quality control, and increasing packing line capacity by 30 percent. With these enhancements in place, Prime Time turned its attention to increasing the shelf life and quality of its peppers.

SOLUTION: Following a successful trial that began in October 2004, Prime Time is applying BASF’s FreshSeal coatings to green, red and yellow peppers that are sold in grocery stores throughout the U.S.

“FreshSeal coatings lock in moisture and freshness, helping our peppers to retain the highest level of quality all the way to the consumer. FreshSeal coatings will help us to provide a superior product with increased shelf life,” said Hodges.

BENEFITS:

- FreshSeal coatings help Prime Time International, Coachella Valley, Ca., to deliver on its promise to provide more, higher-quality peppers to market - 365 days per year. FreshSeal helps Prime Time peppers maintain their firmness, flavor and aroma for several extra days.
- Prime Time pepper cartons will bear a “FreshSeal Premium Quality Produce” sticker, indicating the added value of the coatings, which are authorized under the U.S. Food and Drug Administration regulations, and are safe for consumers.

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