

# Industry News

## Fresh Pack

### New Product "Vaporizes" Load Rejection Problems

Nothing is more frustrating than dealing with a rejected load of fresh potatoes that left the dock in great shape. Whether sent in a semi-truck, railcar, or container, fresh pack shippers are dependent upon transport companies to get their spuds to market before they start to sprout. Delays, such as breakdowns or lost railcars, almost inevitably result in partial or total load rejections or discounts. A simple new product, 1,4SHIP®, is helping shippers "vaporize" costly load rejections.

Developed at the research facilities of D-I-1-4, Inc. in Meridian, Idaho, 1,4SHIP® is an aerosol dormancy enhancer that treats fresh potatoes right in the shipping vehicle. Its specially patented fog permeates bags and boxes, giving them one final application that also helps heal cuts and bruise. Its main ingredient

(1,4-dimethylnaphthalene) returns potatoes to a dormant state. "Potatoes arrive at their destination as fresh as when they left the dock," states Joel Micka of JMC Enterprises in Washington. "1,4SHIP® reduces or eliminates load rejection. "Our customers

have shipped over 300 loads treated with 1,4SHIP® without a single rejection due to sprouting."

The product is remarkably simple to use. A strong adhesive strip attaches a small box containing the **little white can** of 1,4SHIP® to the vehicle wall. Once the trigger is pushed, the doors are closed and with minutes application is complete. The vapor sends potatoes back into a dormant state, thereby extending their shelf life.

Just how effective is 1,4SHIP®? Bob Keegan, Keegan Potatoes in Twin Falls, Idaho, credits 1,4SHIP® with saving an entire

railcar from disaster. Last May they shipped a load of Norkotahs to the east coast. The railcar was delayed in Pocatello, Idaho, for 4 to 5 days, then stuck in St. Louis for another six days. The railcar took over three weeks to reach its destination,

which can spell disaster for fresh potatoes during hot summer weather. "Anticipating the worst, we opened up the car and were surprised to find the potatoes in great condition," said Bob Keegan. "There was never a peep on the potatoes nor from the receiver." Now Keegan says



1,4SHIP® extends shelf life

they'll use 1,4SHIP® as insurance. "You never know how long a shipment may take. Without the 1,4SHIP® treatment we would have definitely lost that load."

*"It's the buyers who will drive the use of 1,4SHIP®. They will notice when it is being used because their potatoes will arrive firmer, crisper, and with no sprout activity."*

**Mike Gummow**  
Land View Fertilizer

Daniel Keeton of K-NIP, Inc. in Monte Vista, Colorado, just started supplying his customers with 1,4SHIP® late in the season last year. "During a year when receiver complaints were plentiful and quality demand was high, shippers who used 1,4SHIP® had few or no claims," stated Keeton. He sees the product as filling a niche in the industry. "1,4SHIP® will definitely serve a very important segment of our industry."

Staff at Nature's Best, a fresh pack supplier in Rupert, Idaho, conducted independent testing of various sprout control treatments against untreated control batches, at room temperature. All of the potatoes used in this experiment were taken from cellars that had not been treated with any type of sprout inhibitor. Samples were stored together at room temperature and monitored every 3 to 4 days. After several weeks the potatoes that had been treated with 1,4SHIP® looked just as fresh as the day they had been pulled. These remarkable results provide a strong case for the effectiveness of 1,4SHIP®.

What does this mean to today's shippers? For a minimal investment they can now control

the quality of the potatoes that they ship, maximizing their profit potential. This means:

- Fewer or no price adjustments
- Fewer or no rejected loads
- Higher customer satisfaction
- More reorders

Ultimately it is the buyers and consumers who will benefit.

"It's the buyers who will drive the use of 1,4SHIP®. They will notice when it is being used because their potatoes will arrive firmer, crisper, and with no sprout activity," says Mike Gummow of Land View Fertilizer in Minidoka, Idaho.



1,4SHIP® mounted on a truck door.

"In the end, 1,4SHIP® will make a big difference in how much and how fast fresh packers can sell their potatoes."

For more information about 1,4SHIP® or the name of a distributor, call 800-881-0823.



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