



**2017 HPP Survey Brief: Food Safety, Quality and Shelf-Life Extension are Biggest Reasons Manufacturers and Retailers Choose HPP**

**2017 HPP Survey Results Are In!**

Consumer demand for fresh, better-for-you foods is fueling more interest and adoption of high pressure processing (HPP), according to a recent survey by Universal Pure.

Consumers want foods that are safe, tasty and preservative-free, and producers and retailers are responding by manufacturing and stocking more HPP'd fresh foods. Producers are adopting their business models to formulate new fresh products and even discontinue products that aren't fresh. Retailers are favoring companies that produce fresh products and expanding their refrigerated sections in favor of clean label, preservative free foods.



**HPP Wins Out**

HPP was favored by producers and retailers among other food processing methods on measures concerning food safety, food quality and waste reduction. 77.7% of retailers have a favorable view of HPP, and 85.1% of retailers say that the method of processing used by a food manufacturer affects their decision to purchase.



**More HPP Informed Demographic**

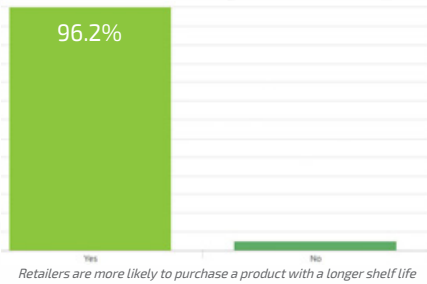
The percentage of respondents familiar with, and whose companies use HPP grew from less than 60% in 2016 to the 80% range in 2017.



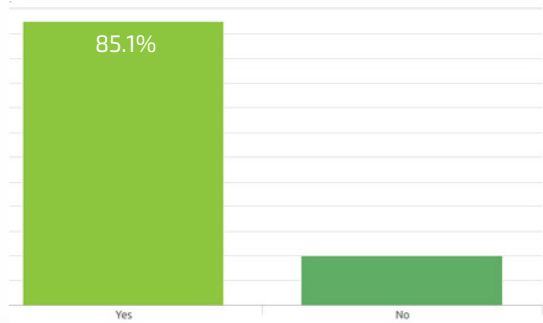
## Growing Interest in Shelf-Life

The biggest reason producers say they use HPP is for shelf-life extension (73.4%). That, along with food safety benefits (62.6%), nutrient preservation (57.8%), and cleaner label enablement (54.2%) are the biggest driving factors for the use of HPP. Last year's main reason was food safety.

96.2% of retailers say they are more likely to purchase a product with a longer shelf life, while 94.4% of food producers say they could expand distribution range if their products had a longer shelf life.



Retailers are more likely to purchase a product with a longer shelf life



Retailers have been affected by consumer demand for "fresh"

## Fresh is Key

93.5% of food producers and 85.1% of retailers say they have been affected by consumer demand for fresh foods and/or beverages. 78.2% of retailers go so far as to say they're favoring companies that produce fresh product options.



## A Matter of Perspective

Producers value HPP's ability to eliminate preservatives over its ability to retain natural flavor and appearance. However, retailers favor HPP for its ability to retain natural flavor and appearance over eliminating preservatives.