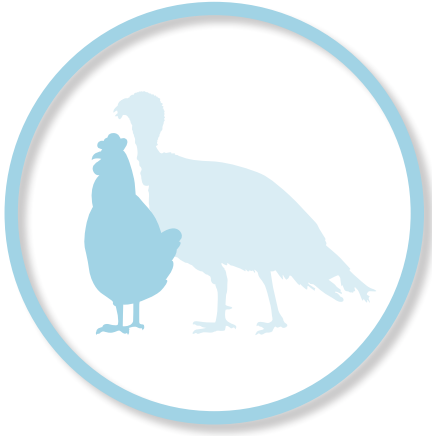




# Protect product safety and brand reputation with confidence.



EACH YEAR APPROXIMATELY 2.7 MILLION CASES OF **FOODBORNE ILLNESSES LINKED TO *CAMPYLOBACTER* AND *SALMONELLA*** ARE REPORTED IN THE UNITED STATES,<sup>1,2</sup> POSING A THREAT TO BRAND AND COMPANY REPUTATIONS.

## WHAT IF YOU COULD OPTIMIZE PATHOGEN CONTROL IN YOUR FACILITY WHILE MAINTAINING CONSUMER AND CUSTOMER TRUST IN YOUR BRAND?



### EFFECTIVE CONTROL.

What if you could effectively reduce levels of foodborne pathogens like *Salmonella* and *Campylobacter* in your facility?



### COMPREHENSIVE APPROACH.

What if you could incorporate a new tool for a comprehensive multi-hurdle, multi-technology approach?



### ACHIEVE PERFORMANCE GOALS.

What if you could prepare for compliance with regulatory standards and achieve your desired business outcomes?

## Only AviBrom:

- ✓ Dissolves in water to form hypobromous acid (HOBr), a near neutral pH antimicrobial safe for products, employees and facilities.
- ✓ Can be successfully integrated with other antimicrobial technologies as part of a multi-hurdle food safety program and without any negative effects.

AviBrom™ effectively reduces bacteria load across multiple intervention points. It can be used together with other technologies as part of a comprehensive food safety program, helping to improve food safety and process control. In turn, producing safer products helps build consumer and customer trust, strengthening the reputation and longevity of your brand.

## PROVEN RESULTS

Recent trials confirm the efficacy of AviBrom™ as a postharvest intervention for reducing foodborne pathogens such as *Campylobacter* and *Salmonella*, helping processors meet performance standards.

**In a university trial,<sup>3</sup> AviBrom applied at 400 ppm as a broiler carcass post-pick spray and post evisceration dip:**

- Decreased *Campylobacter* by 0.84 Log CFU/g and 30% prevalence.
- Decreased *Salmonella* by 1.86 Log CFU/g and 70% prevalence.

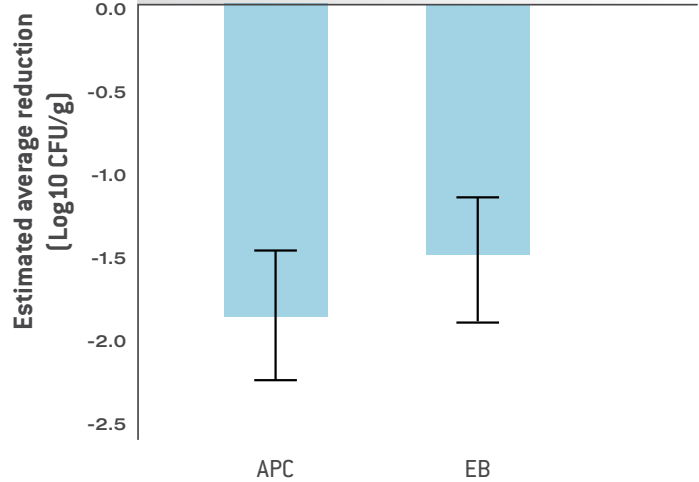
**In commercial trials, AviBrom applied at 300-350 ppm:**

- Reduced *Campylobacter* positives from 82.1% to 50% and loads by 0.78 Log<sub>10</sub> CFU/g when applied in the IOBW.<sup>4</sup>
- Reduced APC by 1.86 Log CFU/g and EB by 1.49 Log CFU/g in turkey parts when applied as a spray followed by a PAA dip<sup>5</sup> (Fig. 1).

## PROVIDES PEACE OF MIND

AviBrom is proven safe and effective, meaning you can confidently protect your workers, facilities and the environment. The non-corrosive solution is compatible with concrete, steel and other common construction materials. AviBrom also improves worker safety, does not require ventilation and has no negative wastewater impacts.

**FIGURE 1: AVERAGE APC AND EB REDUCTIONS IN PART RINSES (LOG CFU/G)**



To learn more about producing safe products and protecting your brand with AviBrom, contact your ARM & HAMMER™ representative or visit [AHfoodchain.com](http://AHfoodchain.com).

1 *Campylobacter* (Campylobacteriosis) Questions and Answers, Centers for Disease Control and Prevention. <https://www.cdc.gov/campylobacter/faq.html>

2 *Salmonella* Fact Sheet, Centers for Disease Control and Prevention. <https://www.cdc.gov/Salmonella/pdf/CDC-Salmonella-Factsheet.pdf>

3 AviBrom confirmed effective in commercial and university poultry processing trials. ARM & HAMMER Research Notes. 2019. Data on file.

4 AviBrom effectively reduced *Campylobacter* in broiler carcasses as part of a multi-hurdle food safety approach. ARM & HAMMER Research Notes. 2020. Data on file.

5 AviBrom effectively reduced bacteria counts on turkey parts when used as part of a multi-hurdle, multi-technology approach. ARM & HAMMER Research Notes. 2020. Data on file.