

## LITMUS FQI RETAIL SENSOR

LITMUS FQI Retail Sensors are specifically for suppliers to the retail outlets who are preparing seafood in case-ready packages. It also applies to those large retailers who may be doing their own case-ready packaging. This gives the producer and retailer the chance to build brand equity for the producer and customer loyalty for the retailer. For those retailers who offer open seafood counters, they can offer to include a label in the customer package as a service or means of differentiating themselves.. The label is easy for the customer to understand: yellow is “BEST”, any color change “DO NOT EAT”.

Seafood is one of the most difficult foods to keep fresh. From the day they are harvested until they appear on the kitchen table, keeping seafood fresh is a challenge. Frozen or packaged fish present an even tougher challenge. Being able to tell when seafood is of high quality is vitally important for – bulk producers and processors, wholesalers, brokers, exporters, importers, shippers, at home, in restaurants and in supermarkets.



**LITMUS FQI RETAIL SENSOR – “YELLOW IS BEST”.**



**LITMUS FQI RETAIL SENSOR – “DO NOT EAT”**

Retailers can also offer these labels to the consumer for home use. Often the consumer buys in bulk and repackages when they get home. The consumer can put one in each package and at the point they are ready to use it, they can check the seafood for fitness to eat.

## HOW LITMUS FQI WORKS

When food spoils, there is an undesirable change in color, flavor, odor and/or texture in the product. Microbes, primarily bacteria, cause food decomposition. The type of bacteria, environment and food product will dictate the odor or class of organic compound formed during the decomposition. LITMUS FQI's technology is based on a substrate and an indicator compound provided on the substrate. The indicator compound is colorimetrically responsive to volatile gases (TVB) generated by food decomposition. LITMUS FQI's color changing sensors provide an indication of the quality of a food product inside a sealed container yellow is "BEST" and when the sensor shows any color, *see illustration below*, the decomposition gases have exceeded guidelines and the sensor affirms, "DO NOT EAT".



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## LITMUS FQI TECHNOLOGY

LITMUS FQI's technology was developed after years of research by leading, world class scientists at the U.S. Food and Drug Administration's National Center for Toxicological Research. These research scientists were presented with two awards from the FDA for the breakthrough. First was the 1999 Award for Excellence in Technology Transfer, followed by FDA's Award of Merit – the highest honor bestowed by the federal agency. The FDA commended the scientists for "significant and exceptional performance benefiting the public by designing and building a product that is a simple, quick and inexpensive method for determining the decomposition of food products".

## LITMUS FQI SENSORS ARE NOW AVAILABLE

Commercial validation and distribution is **Now Available** for LITMUS FQI seafood sensors. Companies interested in learning more about how this system can efficiently and cost-effectively warn of seafood spoilage are encouraged to contact LITMUS FQI. Inquiries on additional sensors, available beginning in the First Quarter 2008, including beef, poultry, pork, produce and cooked foods are encouraged. LITMUS FQI also welcomes the opportunity to develop sensors for applications beyond the food sector.

## For more information about LITMUS FQI:

**e m a i l : j l e w i s @ l i t m u s g t i . c o m**

**w w w . l i t m u s f q i . c o m**

For information other food safety products from LITMUS, visit [www.litmusrapid-b.com](http://www.litmusrapid-b.com)

