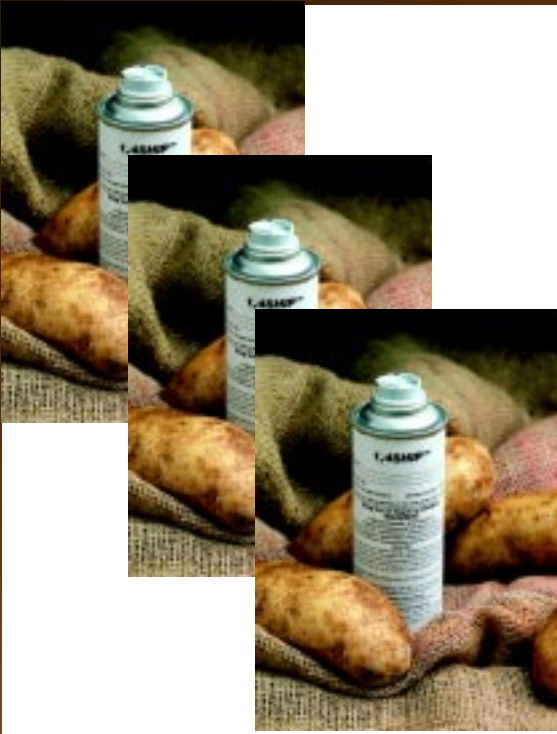


1,4SHIP[®] Controls Peeps and Sprouts while Extending Shelf Life



What is 1,4SHIP[®] ?

1,4SHIP[®] is a ready-to-use aerosol dormancy enhancer that treats fresh potatoes after packing in the shipping vehicle to delay peeps and control sprouts.

- The active ingredient, 1,4-dimethylnaphthalene, is identical to a naturally occurring plant substance found in potatoes and other vegetables.
- 1,4SHIP[®] restores potato dormancy.
- 1,4SHIP[®] poses no residue issues. The EPA has exempted it from tolerance requirements.
- It is packed 12 canisters per case.

Results

Preserves potato quality and reduces load rejections and downgrades.

Improves in-store performance and builds higher buyer and consumer satisfaction.

Features

- Delays peeps and controls sprouts, whether potatoes have been previously treated or not.
- Maintains firmness and crispness of potatoes during shipment and on the retail shelf.
- Restores dormancy and helps potatoes retain moisture.
- Extends shelf life and delays peeping.
- Maintains a fresh, crisp look and touch.

How does it work?

1,4SHIP[®] restores dormancy to potatoes. Putting the potato back to sleep slows its conversion of starches into sugars and helps to maintain moisture levels. This dormant state also prevents potatoes from peeping. Application of 1,4SHIP[®] can be made anytime after potatoes are removed from storage, washed, packed, prepared for shipment, and placed either in a truck, shipping container, rail car or cold storage room. The product is remarkably simple to use:

- In trucks and shipping containers, use 1 or 2 cans per 40,000 lbs. (400 cwt.) of potatoes. In rail cars, use up to 6 cans per 120,000 lbs. (1,200 cwt.) of potatoes.
- A strong adhesive strip attaches the small white box, containing the 1,4SHIP[®] canister, to the vehicle wall.
- Once the trigger of the can is pushed, the doors are closed and the can empties by itself. Do not open or enter treated area for 30 minutes.
- Its special fog delivery system permeates cartons, paper, and poly bags over a period of 24-48 hours.
- For best results, the packed potatoes should be exposed to the aerosol for a minimum of 24 hours, preferably 48-72 hours, so it can be fully absorbed.

1,4SHIP® and CIPC-EC—Two Tools For Optimal Sprout Control

1,4SHIP® and CIPC-EC offer unbeatable results when it comes to stopping peeps from starting. Treating with CIPC-EC, followed later with application of 1,4SHIP® provides optimal control as shown in the photos below.

(Below) Enlarged photos of samples taken from the test shown at the right.



(Above) Samples taken from the same storage were stored at room temperature for 45 days (March - May, 2001.) Samples in the left box were treated with CIPC-EC, followed later by 1,4SHIP®. The middle box received CIPC-EC only. Samples on the right were untreated.



While CIPC-EC works on the surface to stop peeps from developing into sprouts, it doesn't stop new peeps from emerging. 1,4SHIP® steps in where CIPC-EC leaves off. It is a dormancy enhancer that works internally to keep potatoes dormant, thus delaying the development of peeps. Researchers have found that the application of 1,4-DMN coincides with a reduction in respiration, which in turn maintains moisture levels and potato firmness.



Potatoes treated with CIPC-EC, followed later by 1,4SHIP®.



Potatoes treated with CIPC-EC only.

For information about 1,4SHIP®, 1,4SEED®, or 1,4SIGHT® products, contact your local applicator. 1,4SHIP®, 1,4SEED®, and 1,4SIGHT® are registered trademarks of D-I-1-4, Inc., the innovator in development of alternative sprout control products.



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