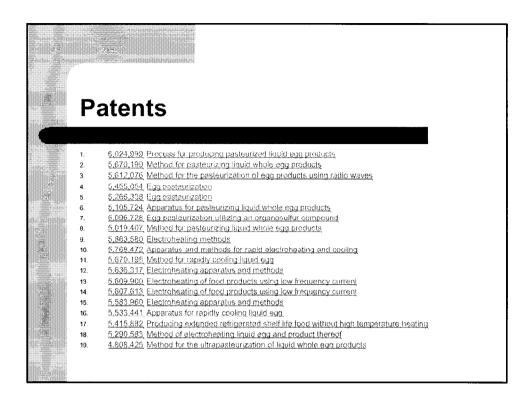
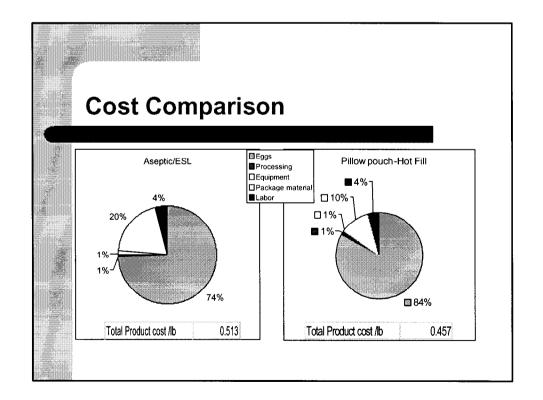
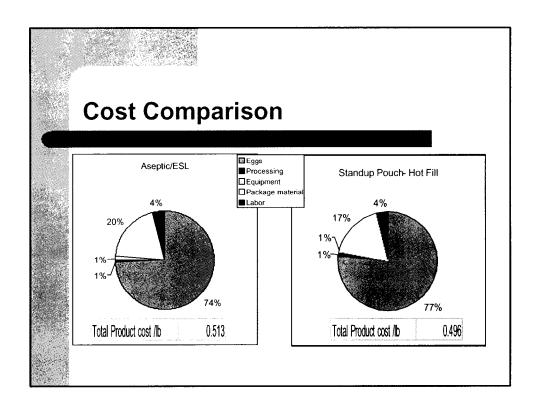


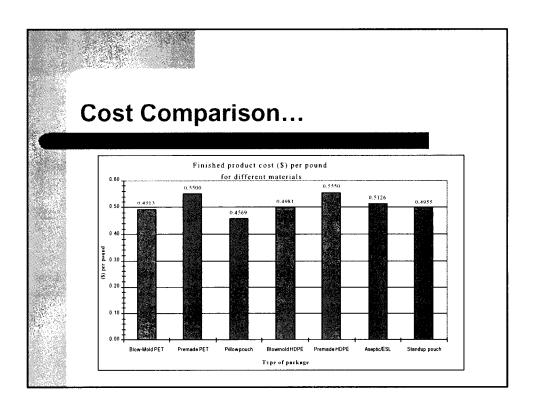
Definitions

- ESL=Extended Shelf Life
- UHT=Ultra-high Temperature
- HTST=High-Temp. Short-Time
- Ultrapasteurization=Process which will result in an ESL product (milk or eggs)
- Aseptic (for eggs)=ESL
- IP Processing or HF=In-Package or Hot-Fill processing to produce ESL liquid eggs











Why Should You Consider ESL Eggs?

- Longer shelf-life than conventional liquid eggs
- No or low potential for post process contamination
- Tamper evident
- More options to the consumer
 - Easier to use
 - Potential for new retail products



How Much Longer Do We Have to Wait?

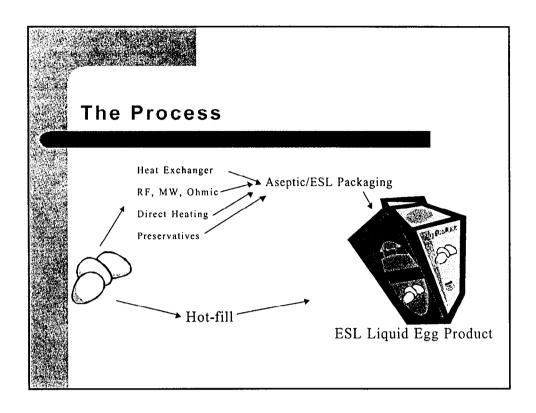
- Patent term is 20 years from filing date or 17 years from grant date whichever is later.
- First patent filed for ESL egg products was filed on September 8, 1986, and was granted on February 28, 1989.
- Therefore, for ESL/Aseptic packaging, September 8, 2006 is the expiration date.
- Extension on the patent term is possible (3 to 5 years)
- Hot-Fill is available now i
- No infringement concerns

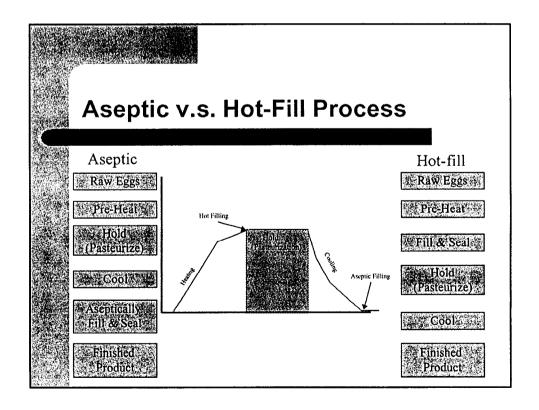
Pros and Cons

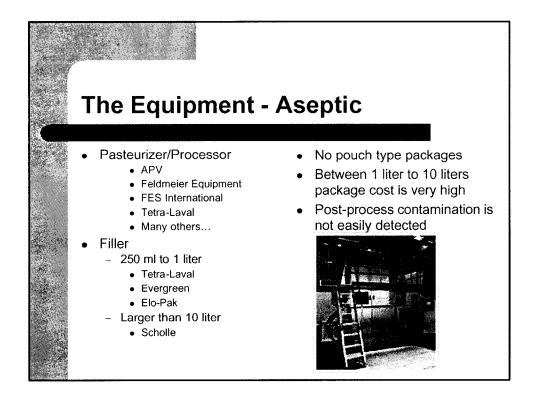
- Aseptic/ESL Packaging
 - Brick type or gabletop machines around \$1MM
 - Pasteurizer upgrade cost(?)
 - Production volume... tied to packaging machine speed
 - Bag-in-box fillers are cheaper, but do not offer small packages

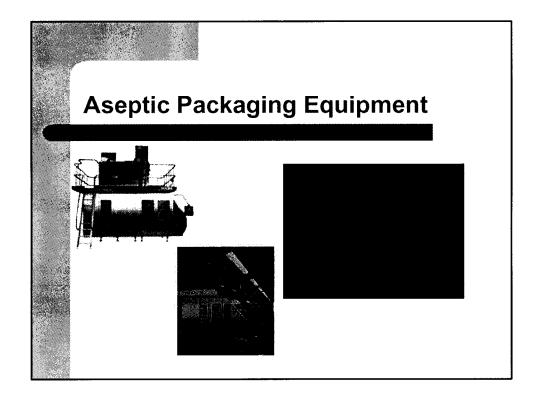
Pros and Cons

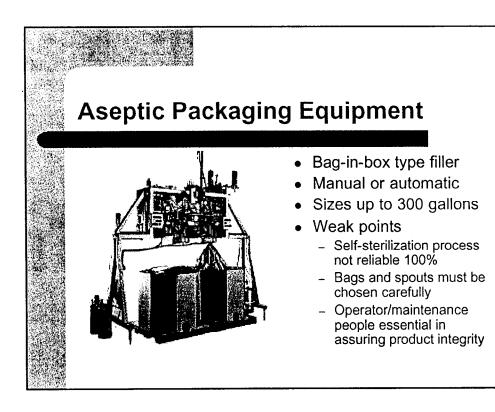
- Hot-fill Packaging
 - Can start at any production volume
 - Lower overall cost compared to Brick or Gabletop packaging
 - Less complicated than aseptic packaging
 - Larger than 10 lb packages need special equipment

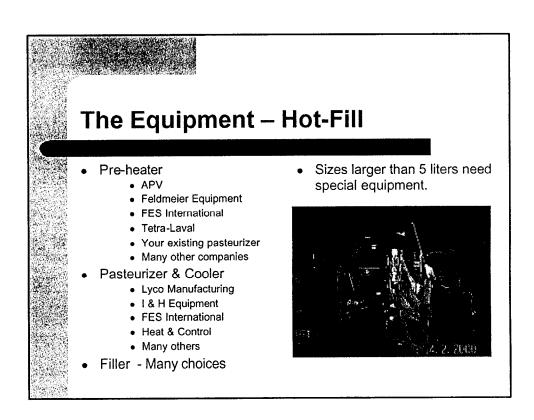


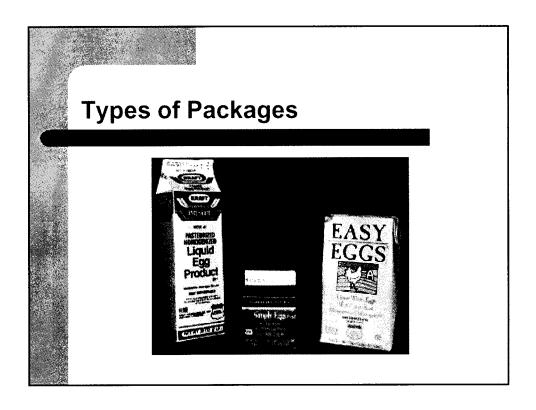


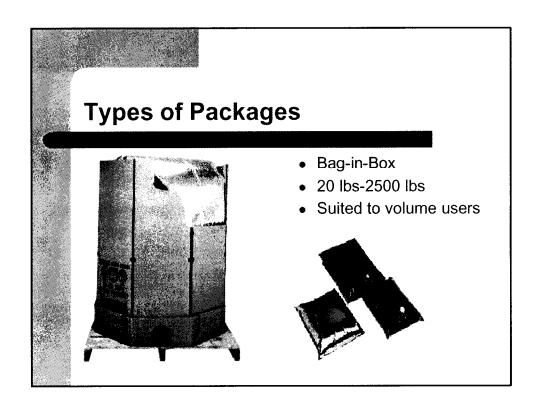


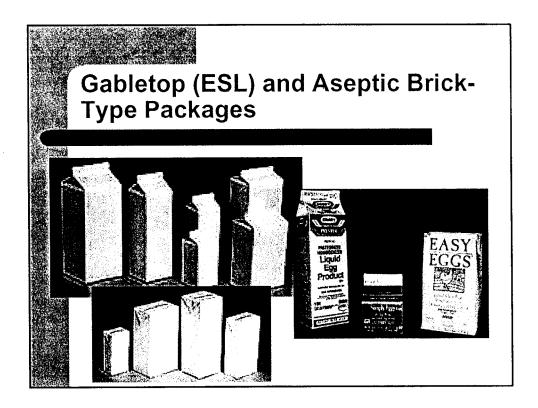


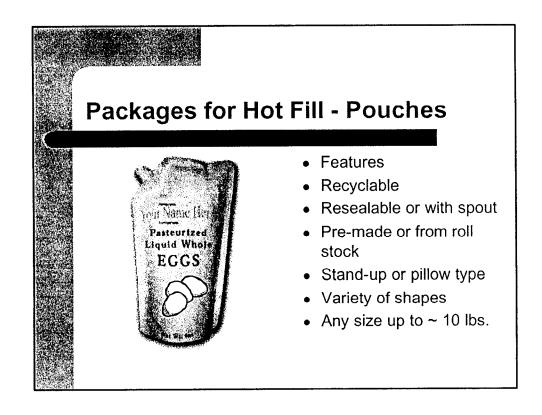


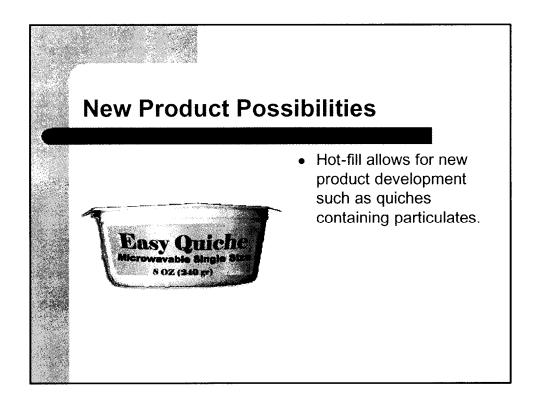


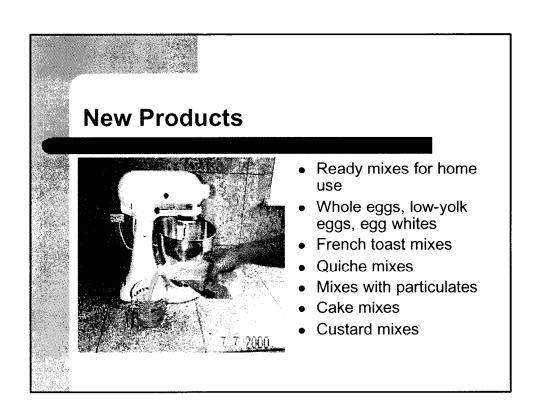


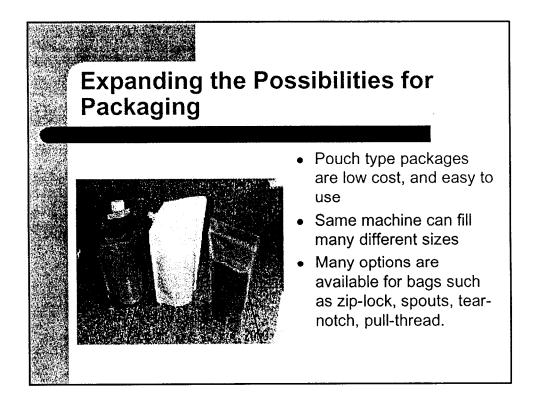


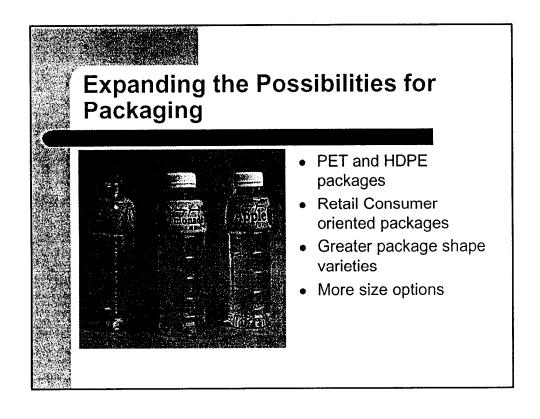








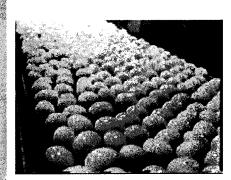




Secrets of a Successful ESL Product- *Planning*

- Choose the right equipment and process conditions
- · Choose the right packaging machine
- Work closely with FSIS to iron out problems early
- Start training your key personnel early and get them involved in the planning
- Start a comprehensive CGMP and HACCP early
- Start a quality assurance program, including QC
- Plan for success; not failure

Secrets of a Successful ESL Product – Raw Product



Good quality shell eggs

Fresh

Clean

=Low initial bacteria counts

In-line operations result in lower bacteria counts.

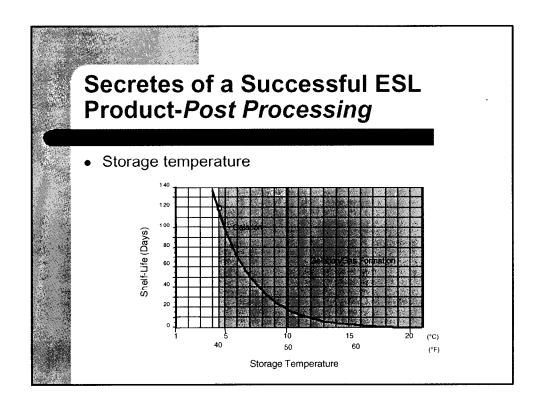
Secretes of a Successful ESL Product- System and Processing

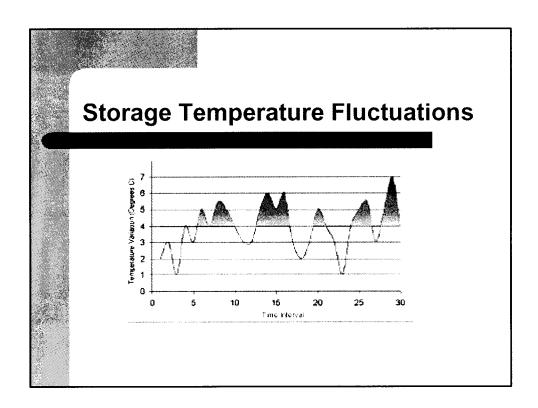
- a- Aseptic Processing
- Sterilization validation of the system
- Maintaining the sterility of the system
- Proper CIP and sanitation
- b- Hot fill
- Proper processing and quality control
- Sanitation
- Process control

Secretes of a Successful ESL Product- Packaging Machine

- a- Aseptic Machines
- High degree of maintenance and upkeep
- Self-sterilization validation
- High degree of operator knowledge and oversight
- Package seal integrity testing

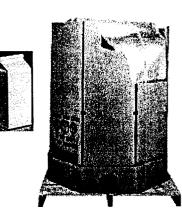
- b- Hot fill
- Package seal integrity





Secrets of a Successful ESL Product-Post Processing

- No damage to packages
- Stress cracking
- Hydraulic shock
- Pressure damage from other packages
- One leaking package contaminating other packages
- Head-space pressure change for gabletop packages





Secretes of a Successful ESL Product-Post Processing

- Educate your consumers
 - About the differences between ESL eggs and shell eggs, or frozen eggs
 - To handle the product correctly during storage and use
 - About product spoilage
- Customer satisfaction
 - Investigate each and every spoilage case
 - Respond to consumers rapidly



