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FOR IMMEDIATE RELEASE

Birko/Chad Equipment's Robert Ogren to Give WaterSmart Poster Presentation at BIFSCo Safety Summit

HENDERSON, Colo. – Birko, a leading provider of food safety solutions to the meat, produce and beverage industries, today announced that their WaterSmart technology has been selected for a poster presentation at the 2015 Beef Industry Safety Summit, March 3-5, as part of the Research Update Session.

Through extensive testing, WaterSmart has shown to reduce water and interventions chemical use by 30% to 40% in carcass, head and tripe wash cabinets while maintaining acceptable antimicrobial levels and cleaning results.

“Through an innovative patent-pending wash mechanism, WaterSmart can substantially reduce the amount of water consumption in large beef plants,” according to Ogren. “Additionally, if an antimicrobial is applied, chemical costs can be cut by thousands of dollars.”

Ogren will be available to discuss the findings during evening receptions March 3 and 4 at the Safety Summit.

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About Birko

Protecting the food chain for more than three generations. **Saving lives. Reducing costs, liability and risk.** At Birko, we have it down to a science. Nothing is more important to us than making sure the food chain is secure, safe and pathogen free. That's why we're committed to providing the best in environmentally responsible chemistry, state-of-the-art chemical management and dispensing equipment, and excellent customer service. It's all part of The Birko Advantage, a total integrated food safety solution: expertise, chemistry, equipment and technology that helps food processors meet FSMA, SQF, BRC and SSOP standards. Visit birkocorp.com to learn more about how we can partner with you and help you protect your brand.

About BIFSCo

The Beef Industry Food Safety Council (BIFSCo) brings together representatives from all segments of the beef industry to develop industry-wide, science-based strategies to solve the problem of E. coli O157:H7 and other foodborne pathogens in beef. BIFSCo is coordinating a broad effort to solve pathogen issues, focusing on research prioritization and information dissemination. www.bifsc.org

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