

KES honors W. Newell at PMA Fresh Summit

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SAN DIEGO -- KES Science & Technology, based in Atlanta, honored the W. Newell & Co., the specialty produce division of Supervalu Inc., with its inaugural Seal of Air Security Award Oct. 22, here, during the PMA Fresh Summit.

The SAS certification signifies the proactive steps members take to address airborne contamination, which is becoming an important issue to industry regulators. Program members are divided into four categories -- retail, distribution, processing-manufacturing and analytical laboratories - and are given tools to promote their air quality efforts to their customers and peers.



SAS members can display their certificate, with the shield-shaped logo, which explains how they provide an advanced level of quality assurance. They also have access to the SAS logo for use in their own marketing as well as public relations support.

W. Newell & Co. was chosen for the 2006 Seal of Air Security Award for showing a commitment to air quality improvement and exhibiting superior efforts in food safety, quality assurance and shelf-life extension. The specialty produce company has used AiroCide PPT in its state-of-the-art produce facility in Champaign, IL, since it opened in 2005.

The new company combines Supervalu's long-standing heritage in produce, extensive knowledge of produce retailing and market-leading position in food distribution. It takes its name from Winston & Newell, Supervalu's parent company, which started selling produce in 1937.