

RICKER HILL FARMS, Inc.

Turner, Maine apple farm since 1803.

Ricker's Hard Cider



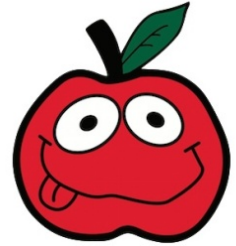
Turner, Maine

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LD 630

Heat treating apple cider has an effect on the flavor. The consumers in the State of Maine have an expectation that when they buy a jug of cider it has a taste profile that they have a preference for. Once its heated it has an apple juice flavor that does not exist in the raw cider. When the consumer buys a jug that has been heat treated (flash pasteurized) they can taste the difference and do not like it as much as non-heat-treated cider.

Producer's flash pasteurized to an FDA min of 160 for 6 seconds to kill e-coli. This gives the 5 LOG reduction in the present bacteria. There are non-thermal ways to achieve this 5 LOG reduction that are excepted by the FDA and do not affect the flavor of the cider. This bill will force produces (mostly out of state) to switch to one of the non-thermal technology's or change their label to cloudy apple juice or some other term that's not cider. Ensuring that the Maine consumer is getting what they are paying for when they buy a jug of cider in Maine.