



FOR IMMEDIATE RELEASE

**Green Story Global Highlights the Critical Role
of Envirocleanse-A in Combating Avian Influenza Across the U.S.**

Charlotte, N.C. — November 3, 2025 — As Highly Pathogenic Avian Influenza (HPAI) cases continue to rise across the United States, **GreenStory Global** is emphasizing the essential role of **Envirocleanse-A**, an advanced, eco-friendly disinfectant, in protecting the nation's poultry supply chain and helping producers strengthen biosecurity efforts.

Recent outbreaks across multiple states have impacted millions of birds and disrupted operations for both large and small producers. In Georgia, a commercial broiler facility housing approximately 140,000 birds was the latest to report positive HPAI cases, prompting immediate containment, depopulation, and disinfection efforts. Similar cases have been confirmed in Minnesota, Indiana, and other poultry-producing regions, underscoring the urgent need for reliable disinfection solutions that are both safe and effective.

“Avian influenza continues to pose a serious nationwide threat to producers and rural economies,” said **Meghan Stout, SVP of Communications, GreenStory Global**. “Our mission is to help prevent future losses by providing poultry operations with advanced, non-toxic disinfection technology that protects both animal health and the environment.”

Science-Driven Biosecurity

Envirocleanse-A is an **EPA-registered hospital-grade disinfectant** powered by **electrolyzed water technology (HOCl)**. This hypochlorous acid solution has been proven effective against viruses, bacteria, and spores, including avian influenza.

Unlike traditional harsh chemicals, Envirocleanse-A is:

- **Non-corrosive and non-toxic**, safe for workers, animals, and equipment
- **Free of harsh VOCs**, reducing environmental and respiratory impact
- **Highly effective** on porous and non-porous surfaces, including barns, vehicles, and processing areas
- **Ready-to-use and residue-free**, simplifying daily cleaning and emergency response protocols

This advanced chemistry delivers broad-spectrum disinfection without compromising air quality or animal safety. It is ideal for poultry houses, hatcheries, transportation fleets, and feed facilities seeking safer, more sustainable biosecurity tools.

A Nationwide Challenge

According to data from the University of Minnesota's Center for Infectious Disease Research and Policy (CIDRAP), more than **60 commercial flocks** across the United States have tested positive for avian influenza in the past month, impacting nearly **3.5 million birds**. Each new outbreak increases the risk to the broader poultry industry, which contributes more than **\$77 billion annually** to the U.S. economy.

Envirocleanse-A supports national biosecurity and disease prevention efforts by aligning with **USDA and EPA guidelines** for farm disinfection and viral mitigation. Producers can integrate the product into existing sanitation programs as a safe and effective alternative to bleach, quaternary ammonium, and phenolic-based chemicals.

About GreenStory Global

GreenStory Global develops and distributes environmentally responsible cleaning and disinfection technologies that protect people, animals, and the planet. With a focus on performance without compromise, GreenStory's portfolio includes commercial, agricultural, and consumer brands that deliver measurable sustainability outcomes while improving everyday health and hygiene.

For more information about **GreenStory Global**, visit www.greenstoryglobal.com or contact meghanstout@greenstoryglobal.com.

About Envirocleanse

Envirocleanse is a next-generation disinfectant brand dedicated to offering high-impact cleaning solutions that are safe for people, animals, and the planet. Powered by a stabilized form of hypochlorous acid (HOCl) and manufactured in the USA, Envirocleanse delivers hospital-grade performance while remaining non-toxic, non-corrosive, and free of harsh VOCs. From healthcare and commercial settings to agriculture and food-service environments, Envirocleanse is engineered to meet rigorous standards of efficacy, safety, and sustainability — helping operators not only sanitize but also protect indoor air quality and environmental health.

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