



## **The SmartFresh<sup>SM</sup> Quality System Honored With The FRUCTURA AWARD 2006**

### **Belgian and Dutch Fresh Produce Industry Recognize the Benefits of the Innovative Freshness Protection System**

December 2006: The SmartFresh<sup>SM</sup> Quality System has been awarded the Fructura Award for providing the Belgian and Dutch fresh produce industry with an innovative system, combined with a comprehensive service, to maintain the freshness and nutrition of fruits throughout the supply chain, right through to the consumer.

The prize was awarded during the recently held Fructura exhibition in Belgium, which takes place every three years and where growers, packers, shippers, traders and researchers of Belgium and The Netherlands gather to review the most recent innovations and various examples of progress made in the fresh produce industry.

The decision to honor the SmartFresh Quality System with this year's prize, was made by a jury composed of 60 per cent of industry members and 40 per cent of researchers from universities and local research stations. Among the 11 submissions for the Fructura Award 06, the jury evaluated many innovations such as the benefits and advantages of new machineries, latest harvest mechanisms and new produce varieties, but concluded that in all categories, the SmartFresh Quality System was the most important breakthrough for the industry in recent years.

SmartFresh is a "freshness protection system" that works with the natural ripening process by making the fruit less susceptible to the damaging effects of ethylene, which causes loss in quality and over-ripening in fruit. Designed for use in produce storage facilities or transit containers, SmartFresh manages the fruit's ethylene sources and successfully delays the ripening process.

"Fresh-picked quality, taste, appearance and important nutritional benefits are sustained so that consumers, at the end of the supply chain, can enjoy a crunchier, juicier, overall

better tasting fruit”, explains Peter Vriends, General Manager for the SmartFresh Quality System in Europe.

Joachim Nieuwhoff, Sales Manager for the Netherlands and Belgium adds: “We are grateful and delighted to receive this prize. It means for us an official recognition of the value SmartFresh represents for everybody involved in this business.” . “We all aim to deliver high, consistent quality fruit to our customer, the retailer, and to the end-consumer. The SmartFresh Quality System contributes effectively to fresh produce management and allows growers and traders far more flexibility.”

The Fructura Award is the third prize won by the SmartFresh Quality System in 2006. In January, the innovative freshness program was awarded the SIVAL d’OR (Golden Award) in France, and in March it received a second gold trophy at the SIFEL trade show in Agen.

For more information, please visit [www.smartfresh.com](http://www.smartfresh.com)