



SmartFresh



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NEW DATA CONFIRMS INDUSTRY BENEFITS FOR SMARTFRESH TECHNOLOGY

Melbourne - 28 May, 2007 – New data has confirmed the effectiveness and revealed widespread industry take-up in the apple industry of the SmartFreshSM Quality System.

This information has been presented at the annual Australian Fresh Fruit Company (AFFCO) technical workshop in Melbourne, by Mr Nick Sanders, Account Manager, Australia for AgroFresh Inc., makers of the SmartFresh Quality System.

Inclusion of Mr Sanders' presentation at the workshop is an indicator of growing industry awareness around the value of the SmartFresh Quality System as an important storage management tool.

The SmartFresh Quality System is a “freshness protection system” that works with the natural ripening process by making certain fruit less susceptible to the damaging effects of ethylene, which causes loss in quality and over-ripening in fruit. The system works by managing the fruit's ethylene sources, successfully delaying the ripening process, and maintaining quality while the fruit is in cool storage.

Mr Sanders said since the introduction of the SmartFresh Quality System to Australia in 2004, its effectiveness had become increasingly apparent and now its cost benefits were being recognised from the orchard gate to the supermarket shelf.

“We now have three years of data accumulated comparing fruit stored with the SmartFresh advantage and fruit stored without it, under Australian conditions,” Mr Sanders said.

“The data reveals demonstrable proof of the value of the benefits of the SmartFresh technology.

“Apart from confidence in the quality of inventory, the data shows that disciplined use of the SmartFresh Quality System generally reduces the need for extreme Controlled Atmosphere (CA) conditions and results in greater storage and packing flexibility and improved pack out yields.

“These factors produce immediate cost benefits along the supply chain which has led to increasing sales of the product in the fruit industry over the past three years as its benefits have become increasingly appreciated.

“Importantly, in regard to apples, the take-up of SmartFresh technology has contributed to producing crunchier, juicier and tastier apples for consumers, the objective of every participant in the industry,” Mr Sanders added.

Developed from University research by AgroFresh Inc., in the United States, the SmartFresh Quality System is now used in more than 26 countries and is the recipient of four European industry innovation awards.

The SmartFresh Quality System has been used widely in the Australian apple industry since gaining regulatory approval in 2004. It is also being used in Australia with persimmons and plums.

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