



*For Immediate Release*

## SmartFresh<sup>TM</sup> European Sales Up 62 Per Cent in 2006

*Innovative Produce Quality System  
Offers Producers More Flexibility*

**Paris, January 2007** – More and more European producers are taking advantage of the benefits of the SmartFresh<sup>SM</sup> Quality System when storing fruits and vegetables. In the period leading up to the Fruit Logistica trade show in Berlin, AgroFresh Inc. who makes and markets the SmartFresh Quality System has announced that business in Europe grew by 62 per cent in 2006.

Peter Vriends, General Manager Europe for AgroFresh, understands why producers see the value of using the innovative technology to protect the taste and freshness consumers demand in their produce: "The SmartFresh Quality System represents an important innovation for the fresh produce industry because it slows down the ripening process during storage and transport. Producers, shippers and traders profit from this through greater flexibility during the harvest, storage and sale of fruit. In turn, retailers are able to deliver consistently high quality fruit to consumers who appreciate fresh, juicy, good looking and nutritious apples."

### **More Than Great Tasting Fruit: The SmartFresh Quality System Can Prevent Storage Disorders**

The SmartFresh Quality System is particularly effective for controlling superficial scald, mealyiness, greasiness and internal breakdown in very popular --but also very susceptible -- varieties of apples

like Gala, Golden Delicious and Jonagold which are particularly difficult to store. These varieties are easily subject to darkening of the peel, quickly becoming mealy and losing their original taste during fruit storage and transport.

"The SmartFresh Quality System offers a big advantage because it significantly reduces disorders that have many undesirable effects on quality," explains Peter Vriends. "Because SmartFresh effectively manages ethylene produced by the fruit, growers, packers and shippers who follow our specifically tailored use-recommendations can protect very sensitive apple varieties against these disorders. The beneficial effect of SmartFresh continues even after the apples have been removed from storage, with the fruit remaining juicy, crisp and fresh during transport and sale – just the way consumers prefer them."

Extensive tests carried out by AgroFresh in partnership with local researchers over the past six years -- and more recently with the growers in all the major apple areas, including France, Italy, Austria, Benelux, South Africa and the US -- have shown that the SmartFresh Quality System has a particularly positive effect on these sensitive apple varieties. Most recent tests in France on Golden Delicious coming out of the 2005 season, have, for example, shown that SmartFresh quality apples exhibited a higher degree of firmness ( 6.5 Kg /cm<sup>2</sup>) after storage and shelf life than conventionally stored apples (5.5 Kg/cm<sup>2</sup>). The result was even more impressive among Galas: their firmness was still at 7.5 kg/cm<sup>2</sup> while the control fruits showed only a firmness level of 4.4 kg/cm<sup>2</sup>. Jonagold, particularly appreciated in Germany, the Netherlands and Belgium, is a very quick softening variety. However with SmartFresh, Jonagold exhibited a firmness degree of 6.8 kg/cm<sup>2</sup> while the regular Jonagold showed only 5.7 kg/cm<sup>2</sup>.

Thanks to the SmartFresh Quality System the apples can be sold in four to six weeks, without needing to again put them into a controlled, cold atmosphere.

Results like these will help retail partners offer consumers the quality they are looking for. Research shows that for the consumer, firmness translates into freshness and crunchiness. Recent retail studies in Germany demonstrate that shoppers appreciate and are able to distinguish a SmartFresh quality apple from an apple that has not been stored with the quality system apple just

by taking a bite. Apple sales studies conducted in retail stores in the Netherlands in 2006 have proven that consumers not only notice the difference but that they come back for more.

### **AgroFresh at Fruit Logistica 2007**

From February 8<sup>th</sup> to 10<sup>th</sup> AgroFresh will present the SmartFresh technology and the impressive results experienced by growers and packer-shippers who have used the SmartFresh Quality System at Fruit Logistica in Berlin (Messe Berlin, Hall 04.1, Stand D-04).

### **Editor's Notes**

AgroFresh Inc. acquired the SmartFresh Quality system in the late 1990s, went on to refine it, and now works with research centers and institutions around the world to further its applications to benefit consumers. The SmartFresh Quality System has been successfully approved and accepted for use in every country in which AgroFresh has sought registration, which is currently more than 27, including the European Union. As the growth and demand for the SmartFresh Quality System continues to increase, AgroFresh has stated it will continue to seek registrations in other countries around the world.

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