



SmartFreshSM at Fruit Logistica 2011

High Energy Saving potential and European Consumer Taste Test results attract a growing number of customers

Paris, Feb. 15, 2007 – AgroFresh, the marketer of SmartFreshSM Quality System, is pleased with the high interest of customers in the broad range of energy saving possibilities and carbon footprint reductions, which can be obtained with their storage technology. The company presented during Fruit Logistica last week a summary of all the European and South African results that have been achieved with various apple varieties in Germany, Italy, France, Spain, the UK and South Africa in 2010 with SmartFresh in combination with an increase in the traditional storage temperature. “Independently from the country and the cultivar, all applications at commercial level in cooperation with local research station, showed that the change in storage temperature contributed to **energy savings up to 7500 KWh during 6 months of storage, which means about 36 % cost savings** for the customer. **Calculated benefits of reduced CO₂ emissions due to the lower respiration rate of the fruits were up to 53%,**” confirmed Peter Vriends, General Director of AgroFresh EMEA: “For example, on SmartFresh Elstar, an increase of the traditional storage temperature from 1,5 °C to 4°C during an 8-months storage period, meant 20 % fewer hours in refrigeration. On Jonagold apples, the same increase in storage temperature meant 26% lower energy use with SmartFresh for cooling and venting.”

New results to be expected for 2011

Given the large positive feed-back of customers, the company has announced at Fruit Logistica that it will further expand the number of commercial applications of SmartFresh in relation to a change in the traditional storage regime and look closer into new opportunities with other crops, like pears. “Our technology has been recognized since 2003 in Europe as a powerful quality management tool, complementing successfully CA and RA storage and delivering excellent shelf life and crunchy, juicy fruits with less bruises and overall better taste and appearance to retailers and the consumer,” says Peter Vriends. “These energy efficiency trials offer an additional potential to many of our customers, while the expected quality and taste remain as high as ever.” The fresh produce industry is recognizing the benefits that SmartFresh offers through the whole supply chain, as the business in Europe on apples alone is growing by 25 % every year.

Clear Consumer preference for SmartFresh apples confirmed

Sensorial studies in Germany and the UK, with SmartFresh fruit stored at higher temperatures, showed that taste and texture are as much preferred as ever and confirmed fully the independent consumer taste studies, which have been carried out in 7 European countries over the past 6 years by independent marketing institutes, like A.C. Nielsen or Synovate (among them, France, Germany, the Netherlands, Italy, Poland, UK, Sweden and Denmark): **on average, 3 out of 4 consumers declared their preference for SmartFresh quality apples compared to regular apples.**

Peter Vriends says: "Since, 2006, when A.C. Nielsen carried out for the first time a 3-month comparative sales volume study on SmartFresh Elstar and control apples in the 24 Dutch supermarkets and found a sales volume increase of 12 % and a fruit waste reduction of 25 % with SmartFresh, all the European taste tests confirmed that the better quality is recognized by consumers."