



Press Release

AgroFresh receives IVIF Innovation Prize 2007

SmartFreshSM Quality System awarded gold

Paris/Stuttgart, 23rd April 2007 – The AgroFresh SmartFreshSM Quality System has been awarded gold with the Intervitis Interfructa Innovation Prize 2007 in Stuttgart. The jury acknowledged the SmartFreshSM Quality System with the prize as a trendsetting innovation in the category of “Harvesting technology and harvesting and processing systems”. “We are very proud of this award”, said Karsten Holling, Account Manager at AgroFresh in Germany, after the ceremony on Sunday in the “Alte Reithalle” in Stuttgart. “It proves once again that the experts recognise the SmartFreshSM Quality System as a significant further development of conventional storage methods, from which fruit growers, packers, shippers, retailers and consumers benefit equally.”

This year, 70 companies from six countries competed for the innovation prize, which will be awarded during the Intervitis Interfructa trade fair in Stuttgart. Among the 5 nominees in the category “Harvesting technology and harvesting and processing systems”, AgroFresh was able to establish itself as the winner. Already last year, AgroFresh had been awarded the three significant prizes in the European fruit industry for the SmartFreshSM technology: the Fructura Award, the SIVAL d’OR and the Medaille d’Or [Gold Medal] of the trade group SIFEL.

The SmartFreshSM Quality System is a process, which protects ethylene-sensitive fruit against loss of quality and taste during storage and transport. It ensures that the fruit retains its freshness –

from harvesting through to consumption. AgroFresh's aim is to supply consumers with fresh, crisp and vitamin-packed apples all year round.

Editor's Notes

1. 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.
2. 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.