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For further information contact:

Yvonne Harz-Pitre: 0033140025302

yharz-pitre@agrofresh.com

Twelve Per Cent Sales Increase In Dutch Supermarkets Due to SmartFreshSM Quality Apples

AC Nielsen Data Shows Twenty-five Per Cent Reduction in Inventory Loss

A new AC Nielsen study of apple sales in twenty-four Dutch supermarkets found there was a twelve per cent increase in sales volume for Elstar apples in those stores using the SmartFreshSM Quality System.

Over the three months' period, AC Nielsen compared sales between twelve retail stores selling SmartFresh Quality Elstar apples with twelve other stores selling Elstars without the benefit of the SmartFresh Quality System. Three months later, a sales increase of twelve per cent was reported in the stores selling SmartFresh Elstar apples, compared to the other stores.

The Nielsen data also reported a twenty-five per cent overall reduction in inventory loss during the test period, attributable to the better shelf life of the Elstar SmartFresh Quality apples.

The SmartFresh Quality System by U.S. based AgroFresh, Inc. maintains the just-picked freshness, quality, flavor and nutrition of apples and other fruits and

vegetables from the time they are harvested to when consumers eat them so the benefits of best quality produce can be enjoyed every day.

According to Marc Tielens, AgroFresh's European retail manager: "I believe the sales difference would have been even greater had the study continued for more than three months. More and more consumers would have realized that SmartFresh Elstars were crunchier, juicier and stayed fresh for a longer time at home."

After only five weeks, an increase of two per cent was reported in stores selling SmartFresh Quality Elstar apples compared to the other stores. Over the following weeks this increase got bigger as consumers seemed to realize the better quality, taste and texture of the SmartFresh apples and came back to purchase more.

The store managers confirmed that the Elstar SmartFresh Quality apples presented "a good image" and looked "fresher and tastier" longer. "The Nielsen results confirm consumer recognition that if an apple looks better at point-of-sale, it is more likely to taste better", added Marc Tielens.

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.