

SmartFreshSM Quality System for Kiwifruit

- Now available in Greece -

The New Way to keep Greek Kiwifruits Fresh, Firm and Colorful!

October 2010 – This year, Greece’s kiwifruit producers, packers and ultimately retailers can take advantage for the first time of SmartFresh for their own locally grown kiwifruits. AgroFresh, the company behind this innovative freshness protection system, announces today that SmartFresh has been approved for commercial use on kiwifruits by the Greek government – in time for the upcoming kiwifruit harvest season: “We have already extensive experience with SmartFresh on kiwifruits in Chile, France and Italy, and we are happy to be able to bring our expertise now to the Greek market,” says Nathalie Gocha, Marketing Director in Europe for AgroFresh. Numerous pre-commercial trials on Hayward kiwifruits in Greece have shown the desired effects on the maintenance of texture and weight loss reductions.

Gab Hellas, AgroFresh’s representative in the country, anticipates a strong demand and refers back to the years of scientific experience at the University of Thessalonica where the very first scientific trials of SmartFresh on kiwifruits have started as early as 2004. Professor Evangelos Sfakiotakis, who had overseen many of these trials over the past years, confirms that SmartFresh has always proven to provide better firmness maintenance during storage and shelf life and – in average - 45 % of reduced weight loss by the end of the storage period: “Kiwifruits are extremely sensitive to ethylene. Their firmness, weight and color decline quickly during storage and transport. SmartFresh’s binding action to ethylene receptors delays the ripening, but still allows a good eating experience for consumers.”

A few of the many benefits growers and packers receive when storing their fresh green kiwifruits with the SmartFresh Quality System are marketing flexibility and increased pack-out yields. Retailers will be happy to hear that SmartFresh kiwifruits offer 4-7 days better shelf life, which means measurable less shrink for them.

In Greece, this freshness protection system is already available on apples since 2009, and customers expressed a lot of satisfaction with the results of the first commercial season and confirmed in interviews earlier this year that the apple quality at room opening met completely their expectations.

Today, SmartFresh is commercialized on apples, kiwifruit, plums, pears and persimmons in Europe and tested on quinces and tomatoes.

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