



Produce Industry Freshness System Wins Gold in Germany, a 4th European Innovation Award

14 May, 2007 - The SmartFreshSM Quality System, an innovative freshness management tool used by many of Australia's leading apple producers to maintain consistent quality of their apples marketed domestically and exported to the UK and Europe, has won a fourth European innovation award.

The SmartFreshSM Quality System has been awarded gold in the Intervitis Interfructa Innovation Prize 2007, in Stuttgart, Germany.

The prize follows The Fructura Award, in December 2006, at a Fresh Produce Forum, in Belgium, the SIVAL d'OR (Golden Award) in France in January 2006, and in March 2006, a second gold trophy at the SIFEL trade show in Agen.

The jury making the award acknowledged the SmartFresh Quality System as "a trendsetting innovation" in the category of "Harvesting Technology and Harvesting and Processing Systems", one of five award categories.

The SmartFresh Quality System, developed by AgroFresh Inc., in the United States, was one of five finalists selected from 70 companies who entered this year's award.

Intervitis Interfructura is a triennial international trade fair for wine, fruit and fruit juice, which attracts more than 40,000 industry visitors to its approximately 600 exhibitors from 26 countries.

Manager of AgroFresh in Australia and New Zealand, Ms Jane Turner, said the gold award was welcome recognition from independent industry experts.

"It is confirmation that the SmartFresh Quality System is a significant further development of conventional storage methods, from which fruit growers, packers, shippers, retailers and consumers benefit equally," Ms Turner said.

"The award adds to the acceptance and status of this innovation for our apple exporters to the UK and Europe and for our domestic marketers as well for their ability to deliver a consistent quality of apple to consumers," Ms Turner added.

The SmartFresh Quality System is a “freshness protection system” that works with the natural ripening process by making the fruit less susceptible to the damaging effects of ethylene, which causes loss in quality and over-ripening in fruit..

The SmartFresh Quality System manages the fruit’s ethylene sources and successfully delays the ripening process.

Ms Turner said the SmartFresh Quality System had been described by many in the apple industry as the most influential innovation in post-harvest horticulture in 30 years.

“Fresh-picked quality, taste, appearance and important nutritional benefits are sustained so that consumers can enjoy a crunchier, juicier, overall better tasting fruit,” Ms Turner said.

SmartFresh Quality System has been used widely in the Australian apple industry since gaining regulatory approval in 2004. It is also being used in Australia with persimmons and plums.

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