

# European Apple Producers Realize Market Advantage with Performance-Driven SmartFresh<sup>SM</sup> Quality System.



## June, 2007 – Paris, France

According to AgroFresh, maker of the SmartFresh<sup>SM</sup> Quality System, efforts continue to expand in delivering strong benefits to the apple produce sector in Europe. Most recently, the high-performance technology was named the recipient of both the FRUCTURA Prize in Belgium and the INTERFRUCTA Innovation Award in Germany. “We are very proud and appreciative of the recognition the technology has earned,” said Peter Vriends, General Manager for Europe. “But what is more important is that we listen to our customers’ expectations, and work closely with them to support their already exceptional efforts to deliver high-quality fruits to consumers,” said Vriends.



## Capturing Quality

An example of added value for producers is the company’s creation of an international database that captures quality parameters for control fruits versus SmartFresh quality fruits at time of harvest, after storage and on-shelf. This tool is a blind database that allows AgroFresh to offer its customers invaluable information by region



about different apple varieties, harvest times, maturity stages and storage regimes. Based upon this information, the company can also refine use recommendations to help producers optimize the benefits of using the SmartFresh Quality System. Nathalie Gocha, AgroFresh European Marketing Director, said that over time, the database will help to better understand customer needs. “This database allows us to adapt and match our use recommendations to fit our customers’ existing harvest and storage management practices,” said Gocha. “And because the data is regularly analyzed by AgroFresh scientists, it can also help us predict the impact of changing weather conditions on the SmartFresh Quality System’s performance for apple producers.”

## Success for UK Growers

The goal of apple producers has always been to grow, pack and ship the best quality apples. But the nature of the business is challenging, and it often seems that being the best only allows producers to hold their own. For many, the SmartFresh Quality System and the added value AgroFresh offers through its database offer a much-needed edge.

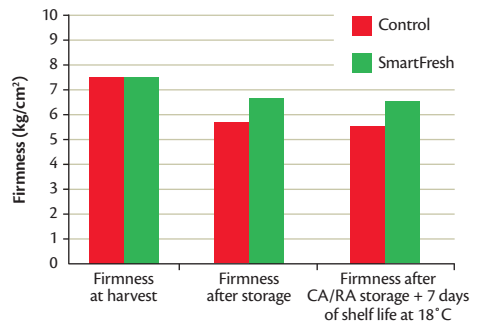
In the U.K., where the SmartFresh technology was registered in 2003, the data collected by AgroFresh helped validate and fine-tune use recommendations as well as to develop a unique knowledge of the current harvest and storage practices used by the company’s customers.

Marc Tully, manager of Landseer, a firm that specializes in researching and supplying solutions to the horticultural sector and was chosen to represent AgroFresh in the U.K. explained: “Samples were taken at harvest time and at several stages during storage and shelf life. We also made pressure tests and examined internal and external quality parameters to gather all the findings in one collective database,” said Tully. “Since 2003, AgroFresh has analyzed about 6,000 samples in the U.K. alone, allowing the company, over the years, to get a clear picture of the evolution of fruit quality during storage,” Tully continued.

## Expanding Research in 2007

With new countries on board this year, including Spain and Ireland where the SmartFresh Quality System recently received registration, AgroFresh will continue to enrich its technical experience to benefit its customers. The goal, said Gocha, is for the company to continue to offer a product and services that offer significant current and future advantages. “If we can help our customers remain competitive with other apple growers in their region, we will have done a good day’s work.” Vriends added that AgroFresh also plans to organize taste tests in retail stores on behalf of several of its customers. “At the end of the day,” said Vriends, “it’s all about keeping consumers coming back for more of our customers’ crunchy and juicy apples.”

## Golden Delicious Apples – France



• Source: Real case at customer facility in 2005/2006 in the Loire Valley  
 • Storage Period: September 28<sup>th</sup> 2005 until April 5<sup>th</sup> 2006

• Storage Conditions: CA  
 • Storage Conditions: Changed to RA for 2 weeks, then all the apples were sold

SmartFresh maintains the same firmness of Golden Delicious apples even after the removal from CA. Apples can be sold in 3-4 weeks without applying CA again.