



For immediate release

## **SmartFresh<sup>SM</sup> Quality System wins Award in Spain**

**April 2008.** SmartFresh Quality System has been awarded the **EUROAGRO.FRUIT INNOVATION prize 2008.**

The prize was awarded during the international fruit and vegetable fair EUROAGRO in Valencia last week, which takes place every year and includes an innovation show representing the latest business projects and product novelties.

The EUROAGRO.FRUIT Innovation aims at encouraging and recognising innovative actions, products and services, which foster business competitiveness in relation to the environment. The SmartFresh technology has convinced the jury: it delivers fruit quality benefits to the whole supply chain and helps to reduce fruit waste through storage disorder control and better shelf life.

Manuel Garcia Portillo, President of Euroagro.Fruits is fully supporting the jury's choice for SmartFresh this year, because he believes that this storage technology can contribute effectively to the quality maintenance of Spanish fruit. "We have worked with AgroFresh, the company behind this new freshness protection system, for more than a year now, and we have seen that Spanish growers and packers get very good results in firmness, texture and colour maintenance. Our customers realized that they can increase the commercial value of the fruits and sell more for Category I than before."

SmartFresh Quality System works with the natural ripening process, by making the fruit less susceptible to the damaging effects of ethylene. It contributes to control ethylene related storage disorders and delays over-ripening. The technology is environmentally friendly and safe, as it does not leave any residues, neither in, nor on the fruit.

This award will be the fifth distinction for SmartFresh Quality System in Europe. So far, AgroFresh has been distinguished by the French fresh produce industry with two awards in 2006 (the Sival and Sifel Gold Awards) and by the Belgium and Dutch grower community with the Fructura Award 2006 for the most innovative technology. Last year, SmartFresh Quality System has received the German IVIF – Innovationspreis 2007 in Gold. "We are highly grateful for these various national distinctions," said Peter Vriends, General Director for AgroFresh in Europe, "it proves that, internationally, the horticulture and scientific community acknowledge the value SmartFresh can bring to them. We cooperate closely with our customers and research stations locally to improve continuously our use recommendations." New developments are also underway: AgroFresh has started pre-commercial trials on selected pear varieties in some areas.

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