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**SMARTFRESHSM QUALITY SYSTEM FOR TOMATOES ACCEPTED FOR
REGISTRATION IN CANADA
Educational Seminars Planned in the U.S. and Canada**

Spring House, Pa. – AgroFresh Inc.'s SmartFreshSM Quality System has been accepted for registration in Canada, allowing Canadian tomato producers to soon access the same fruit quality protection tools as their U.S. and Mexican counterparts.

"Now tomato producers throughout the United States, Mexico and Canada can maintain the quality of their fruit through to the consumer by protecting their tomatoes against the negative effects of ethylene," said AgroFresh President John Buckley. "Shippers will have more marketing flexibility, retailers will enjoy less shrink with 1-2 weeks longer shelf life, and consumers will get the quality tomatoes that growers intended."

The SmartFresh Quality System for tomatoes is the same technology that is currently widely used by the apple industry to deliver just-picked apple flavor and firmness to consumers in the United States, Canada, Mexico and around the world. SmartFresh Quality System has also been proven effective in maintaining high quality bananas, melons and other fruits and vegetables for consumers. By protecting against the damaging effects of ethylene, SmartFresh technology helps fruit and vegetable producers maintain fruit and vegetable quality from storage through distribution to retail, while also affording greater marketing flexibility.

According to AgroFresh Americas New Business Development Manager Theresa Kelso, the SmartFresh Quality System offers a range of benefits to tomato producers and retailers alike, including maintaining fruit firmness longer and extending product quality. Shippers will enjoy more supply chain flexibility in managing packouts, evaluating sales opportunities and planning transportation. Retailers will reduce shrink and increase customer satisfaction, as consumers will enjoy better quality.

The SmartFresh Quality System for tomatoes is expected to be commercially available in Canada in early May. In the meantime, Canadian tomato growers and packers who are interested in learning how to use the SmartFresh Quality System for their tomato program should make plans to attend a free workshop the company is planning in April.

AgroFresh will also host a workshop March 24 for U.S. and Mexican tomato producers in Nogales, Ariz.

For seminar registration information, contact AgroFresh at 866-206-1001.

AgroFresh expects its label for SmartFresh quality tomatoes will be approved and the product can begin shipping by early May. The SmartFresh Quality System for tomatoes has been available in the United States and Mexico since 2002.

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AgroFresh Inc.
777 Norristown Road, PO Box 904
Spring House, PA 19477-0904
www.agrofresh.com