

# The journey to longer-lasting freshness



Delivering superior quality produce is the ultimate goal of growers, packers, shippers, exporters, wholesalers and retail marketers. This is particularly true for bananas, which are the most popular fruit sold by grocers. It has always been a challenge to deliver bananas to the consumer at that perfect yellow color and prevent waste along the way.

According to a study of several hundreds of supermarkets and hypermarkets, bananas have one of the highest percentages of loss in fresh produce departments, contributing to today's significant food waste issue, which annually<sup>1</sup> costs an overall estimated \$1 trillion globally.

AgroFresh Solutions Inc. understood these hurdles and started on a journey to find a solution to maintain the freshness of bananas and other produce. Leveraging the deep industry knowledge and technology from its other products, such as the SmartFresh<sup>SM</sup> Quality System that transformed the apple industry, and in-depth market research, AgroFresh has developed RipeLock<sup>TM</sup> technology to maintain quality and freshness of bananas through shipping, ripening, retail display and all the way to the consumer.

Besides delivering high quality and better tasting produce, RipeLock also increases consumer loyalty, drives sales, reduces waste and improves operational efficiency — a win-win all around.

## Where the journey began

"The development of RipeLock<sup>TM</sup> did not happen overnight. AgroFresh has invested a significant amount of time and energy to understand all aspects of the banana supply chain and the associated challenges to develop a technology empowering its customers to maintain quality, increase value and reduce waste in their banana programs," said Narciso Vivot, Director of Global Retail Solutions at AgroFresh.

AgroFresh developed partnerships with various research institutes and engaged a target group of customers to collaborate and garner more in-depth knowledge of the banana ripening process.

<sup>1</sup> [www.thechicagocouncil.org/blog/global-food-thought/healthy-food-healthy-world-wasted-food-wasted-nutrients](http://www.thechicagocouncil.org/blog/global-food-thought/healthy-food-healthy-world-wasted-food-wasted-nutrients)

Based on all the new insights and their experience, it was clear that implementing cutting edge solutions and innovations in ripening was going to be a challenge, but nevertheless, the AgroFresh team was prepared and motivated to overcome these challenges.

## Validating the technology

Once the RipeLock technology was developed to maintain the quality and freshness of bananas, AgroFresh began the testing process with customers to validate the value of the solution and ensure it could deliver the consistent quality and freshness as promised.

Numerous independent studies were conducted during this period successfully validating that RipeLock helps bananas retain freshness and extend the amount of time bananas would exhibit the preferred color while on display, two factors that entice consumers to purchase and eat more bananas.

## Continuing the journey of innovation

AgroFresh started this journey with RipeLock<sup>TM</sup> on conventional bananas and is now expanding into more global territories and other products found in the produce department. The RipeLock team continues to grow a knowledge base to drive innovation and deliver on the promise to unlock the potential of longer-lasting freshness for retailers and consumers alike. It is an exciting time at AgroFresh with a number of new developments underway. The RipeLock team is appreciative of all the collaboration partners who have joined this journey of thought leadership to deliver fruits that look better, taste better and stay fresh longer.

"Our RipeLock technology is proven to work, adding value to wholesalers, retailers and consumers," said Kevin Frye, RipeLock North America Sales Manager. "We've taken the necessary steps to develop and validate the solution and now wholesalers and retailers are leveraging the RipeLock system. It is the first technology of its kind to effectively maintain the quality and freshness of bananas — from green life preservation during shipping to an optimal in-home eating experience."

Say  yes to fresh!



# AgroFresh

Advancing the future of freshness

Kevin Frye | 704.962.2872 | [kevinfrye@agrofresh.com](mailto:kevinfrye@agrofresh.com)  
Narciso Vivot | 954.599.8977 | [nvivot@agrofresh.com](mailto:nvivot@agrofresh.com)

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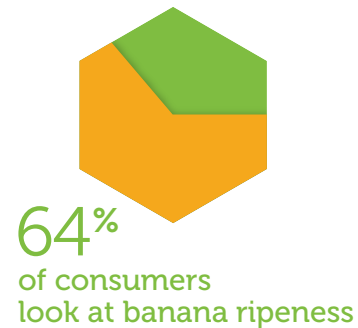
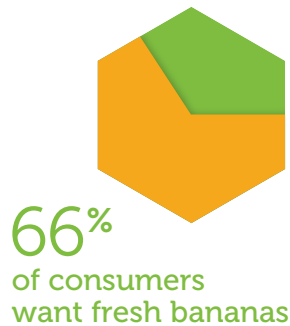
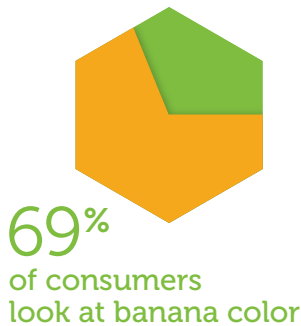
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## When consumers see bananas in their perfect state...



## When shopping for bananas:



## What prevents consumers from buying bananas?



49% of consumers feel that some stores have better bananas than others.



## They buy from that store because:

LOOK FRESHER | PREFERRED RIPENESS | CARRY BETTER PRODUCE OVERALL  
LAST LONGER ONCE HOME | TASTE BETTER | FULL & NEAT DISPLAY