



FreshInset

At long last, arugula can last longer with post-harvest protection from Vidre+™

Make innovation part of your day-to-day business

Vidre+ is an innovative delivery system that provides 1-MCP (1-Methylcyclopropene) post-harvest freshness protection for fruits and vegetables in a simple to use sticker format. One sticker per container will protect arugula from the negative effects of ethylene to extend the freshness and quality of your leafy greens.

Maintain the quality and value of your arugula

Vidre+ protects arugula throughout the supply chain by:

- preventing leaf yellowing/ chlorophyll degradation
- reducing leaf wilting
- slowing leaf decay
- reducing weight loss
- maintaining fresh quality and taste



Improve operational efficiency

- extended shelf life provides operational efficiencies and reduced waste in the production process leading to higher overall yield and lower production cost
- reduced markdowns and rejections lead to a higher average selling price
- improved customer and consumer satisfaction

Vidre+ Eco-nomics

Increase profits while reducing food waste

Reduce Waste & Enhance Operational Efficiency

Reduced waste	15%	2.5%
Pounds per box	2	2
Pounds saved per box	0.03	0.05
Arugula wholesale price (per pound)	\$7.66	\$7.66
Vidre+ Value - waste reduction (per box)	\$0.23	\$0.38
Other operational efficiencies (per box)	\$0.06	\$0.06
Cumulative operational efficiencies (per box)	\$0.29	\$0.44
Vidre+ Value - Operational Efficiencies ROI	61%	146%

Minimize Markdowns

Reduced markdown occurrence by	4%	8%
Pounds per box	2	2
Upgraded weighted average price (per pound)	\$7.41	\$7.50
Vidre+ Value: reduced markdowns (per pound)	\$0.09	\$0.18
Vidre+ Value: reduced markdowns (per box)	\$0.84	\$1.68
Vidre+ Value - Reduced Markdowns ROI	2%	104%

Realize a Return

Cumulative value	\$0.47	\$0.81
Cumulative value on 100,000 boxes	\$47,368	\$81,076
Vidre+ Value - Cumulative ROI	163%	350%

Reduce Shrink at Retail

Shrink reduction	2%	4%
Pounds per box	2	2
Shrink saved (pounds)	0.4	0.8
Arugula retail price (per pound)	\$12.77	\$12.77
Vidre+ Value: shrink reduction (per box)	\$0.51	\$1.02
Vidre+ Value: shrink reduction (100,000 boxes)	\$51,072	\$102,144
Vidre+ Value - Shrink Reduction ROI	184%	467%

Trial results reveal significant freshness protection benefits

A 29-day study evaluated the effect of three application rates of Vidre+ on two commercial varieties of California grown and processed arugula leaves. The reduction of leaf yellowing, decay and wilting incidence, as well as weight loss, were evaluated on multiple days during refrigerated (34°-36° F) storage. Benefits of the Vidre+ treatments were demonstrated by visual quality scores with a defined limit of marketability.



- Shelf-life improvements using Vidre+ ranged from 35% to 100% as compared to controls with no Vidre+
- Benefits were also demonstrated by the percentage of good quality arugula leaves after treatment with Vidre+ with over 80% good leaves throughout the 29-day storage period as compared to the controls with only 20% to 60% good leaves from days 22 through 29
- Substantially less yellowing was present in the Vidre+ samples, as low as 10% through day 29, while the control arugula samples had as many as 80% yellow leaves
- Quality losses due to wilting and decayed leaves were more prevalent in the control samples vs. the Vidre+ treated arugula

Photos show the amount of leaves with yellowing after 29 days. The control group had a large quantity of yellowing leaves vs. the Vidre+ protected group which only had a few.

Vidre+



Control, no Vidre+



Visual Quality Score (var. Bellezia)



- 5: Excellent/field fresh
- 4: Good/minor defects
- 3: Fair/moderate defects, limited marketability
- 2: Poor/serious defects
- 1: Non-edible

How to use Vidre+: Protect your arugula post-harvest quality and shelf life by applying one sticker to each box, bag, or clamshell package of arugula.

Beyond freshness, Vidre+ makes innovation simple, affordable, flexible, and profitable so that you can protect your produce and future-proof your business.