



A little green goes a long way

Optimize your avocados with post-harvest protection from Vidre+™

FreshInset

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 bag or box will protect avocados from the negative effects of ethylene, allowing you to optimize freshness and quality.

Vidre+ allows you to easily administer the right dose for your pack size with the only patented timed and gradual release technology that maximizes efficacy and delivers the highest possible protection in storage, during transport and at retail.

Maintain the quality and value of your avocados

Ethylene is widely known to negatively affect the quality of avocados after harvest and during the supply chain. Vidre+ protects avocado quality during the supply chain process by:

- maintaining pulp firmness
- maintaining weight
- slowing internal browning
- reducing dehydration
- extending exterior green color
- extending shelf-life



Vidre+ Value

Increased profits; reduced waste

- Customizable dose rate allows you to manage the stage of your avocados based on your needs (i.e., export distances and desired stage at delivery)
- Fewer rejections at retail
- Minimized markdowns
- Strategic inventory management
- New market opportunities



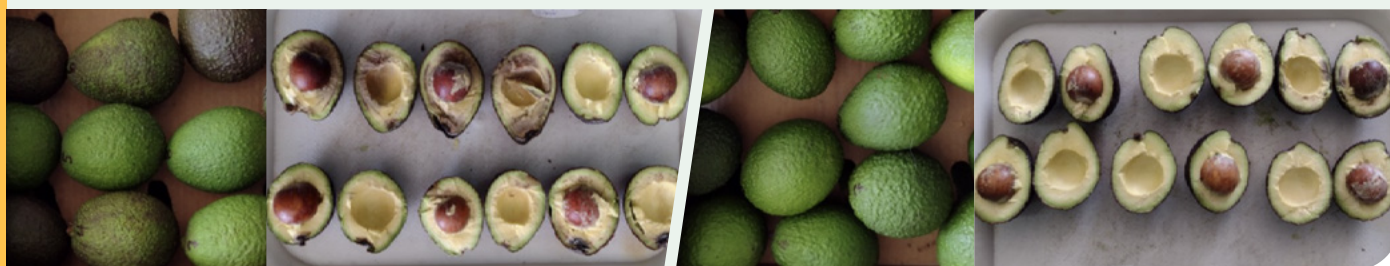
Trial results reveal significant freshness protection benefits

In Peru, a trial conducted on Hass avocados in regular cold storage for 40 days indicated Vidre+ can add **several days additional shelf life** upon release from storage.

- Hass avocados treated with Vidre+ remained green throughout storage time
- Physiological disorders, such as pulp graying and vascular blackening, were significantly lower amongst mid- and late-season harvested avocados treated with Vidre+
- Damage was substantially reduced in Vidre+ treated avocados

Untreated

Vidre+



Is Vidre+ right for you?

Maximum effectiveness of Vidre+ is determined by when the avocados are harvested, duration in warehouse storage and transit time. The asterisks in the chart below represent scenarios where Vidre+ delivers the most benefit to avocados. If your process aligns with one of the asterisks, Vidre+ is right for you!

		STORAGE TIME					
Hass	Warehouse	<7 days			>7 days		
	Container/Transit	~25 days	~35 days	~45 days	~25 days	~35 days	~45 days
Dry matter <23%	Regular Atmosphere			*		*	
	Controlled Atmosphere			*			*
Dry matter >23%	Regular Atmosphere		*		*	*	
	Controlled Atmosphere			*		*	*

Vidre+ is the only 1-MCP technology that delivers flexible, customizable dose rates, helping you to strategically manage your avocado ripening in storage, during transport and at retail.

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

To learn more, please visit freshinset.com or contact kevin.frye@freshinset.com.

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