



FreshInset

Only the best for your blueberries 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 carton or box will protect blueberries from the negative effects of ethylene to optimize the freshness and quality of your produce.

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 blueberries

Vidre+ protects blueberries throughout the supply chain by:

- slowing respiration
- reducing weight loss
- retaining firmness, reducing softening
- retaining acidity and flavor
- maintaining fresher overall appearance
- compatibility with controlled atmosphere technologies



Vidre+ Eco-nomics

Increase profits while reducing food waste

Decrease Weight Loss

Weight loss reduction	1%	3%
Pounds per box	20	20
Weight saved	0.2	0.6
Blueberry wholesale price	\$3.68	\$3.68
Vidre+ Value: weight loss reduction (per box)	\$.74	\$2.21
Vidre+ Value: Weight Loss Reduction ROI	145%	636%

Minimize Markdowns

Reduced markdown occurrence by	4%	8%
Pounds per box	20	20
Upgraded weighted average price	\$3.50	\$3.55
Vidre+ Value: reduced markdowns (per pound)	\$0.04	\$0.09
Vidre+ Value: reduced markdowns (per box)	\$0.88	\$1.77
Vidre+ Value: Reduced Markdowns ROI	194%	489%

Realize a Return

Cumulative Value	\$1.62	\$3.97
Cumulative value on 100,000 boxes	\$161,920	\$397,440
Vidre+ Value: Cumulative ROI	440%	1225%

Reduce Shrink at Retail

Shrink reduction	2%	4%
Pounds per box	20	20
Shrink saved (lbs.)	0.4	0.8
Blueberry retail price	\$5.47	\$5.47
Vidre+ Value: shrink reduction (per box)	\$2.19	\$4.38
Vidre+ Value: shrink reduction (100,000 boxes)	\$218,800	\$437,600
Vidre+ Value: Shrink Reduction ROI	629%	1359%

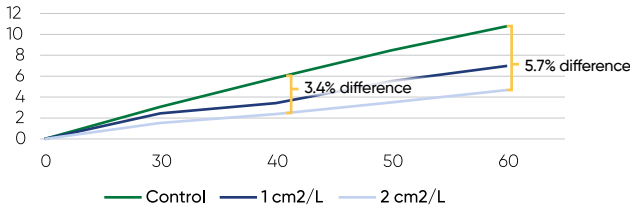
Trial results reveal significant freshness protection benefits



Vidre+ was tested at The University of Science and Technology (Poland) and with official trials in Italy on 2 different blueberry varieties. Both researchers found significant benefits in freshness protection. For example, weight loss in Italy was reduced by 3.4% in the first 40 days of storage. Freshly harvested berry firmness was maintained for >40 days for the highest rate tested and excellent eating quality ratings were maintained for 20 days longer than the untreated berries for the medium and high dose rates. Vidre+ also protected nutritional value with Vitamin C content 86% higher and anti-oxidant levels 35% higher after 28 days of storage.

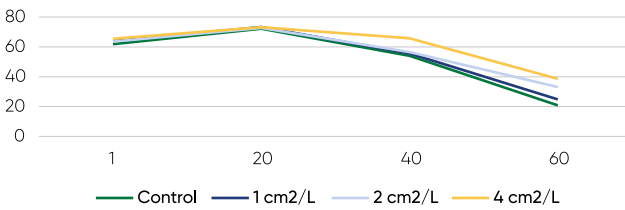
Blueberry Results EU Official Trial

Blueberry % Weight Loss Over Time

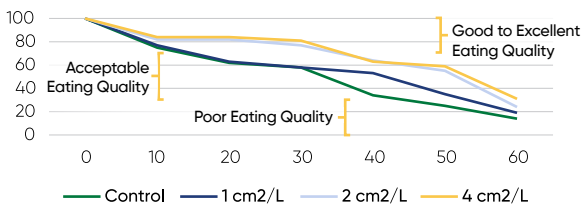


All Vidre+ treatments showed a statistical difference from first data point

Blueberry Firmness Over Time



Eating Quality 0–100



In actual packhouse testing in Peru, similar Vidre+ benefits were observed in terms of less dehydration and fruit softening in simulated shipping trials using both bulk and clamshell packaging.

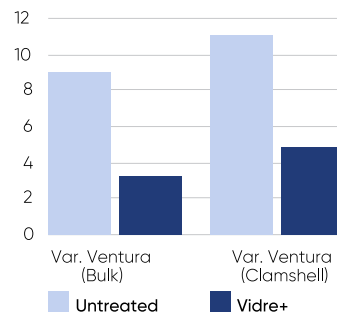
Preserves overall freshness over extended shipping/storage time

Reduces softening and dehydration

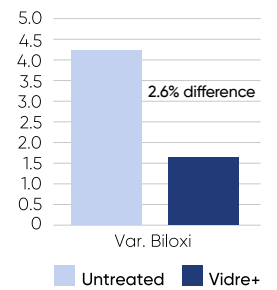
Flexible use in various types of packaging

Peru: Vidre+ Benefits in Blueberry Shipping Evaluations

Packer Evaluation % Soft Fruit



% Dehydration (38 Days + 5 Days Shelf Life)



Internal browning after 35 days in cold storage at 8°C



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

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