



FreshInset

# Preserve the fruits of your labor 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 cherries 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 cherries

Vidre+ protects cherries throughout the supply chain by:

- slowing respiration
- preserving firmness
- reducing weight loss
- decreasing the incidence of physiological disorders
- reducing pitting
- protection against stem browning
- compatibility with controlled atmosphere technologies



## Vidre+ Eco-nomics

Increase profits while reducing food waste

### Decrease Weight Loss

Weight loss reduction	1%	2%
Pounds per box	20	20
Weight saved	0.2	0.4
Cherry wholesale price	\$3.09	\$3.09
Vidre+ Value: weight loss reduction (per box)	\$0.62	\$1.24
<b>Vidre+ Value: Weight Loss Reduction ROI</b>	<b>106%</b>	<b>312%</b>

### Minimize Markdowns

Reduced markdown occurrence by	4%	8%
Pounds per box	20	20
Upgraded weighted average price	\$2.92	\$2.97
Vidre+ Value: reduced markdowns (per pound)	\$0.06	\$0.12
Vidre+ Value: reduced markdowns (per box)	\$1.16	\$2.32
<b>Vidre+ Value: Reduced Markdowns ROI</b>	<b>287%</b>	<b>675%</b>

### Realize a Return

Cumulative Value	\$1.78	\$3.56
Cumulative value on 100,000 boxes	\$177,984	\$355,968
<b>Vidre+ Value: Cumulative ROI</b>	<b>493%</b>	<b>1087%</b>

### Reduce Shrink at Retail

Shrink reduction	1%	2%
Pounds per box	20	20
Shrink saved (lbs.)	0.2	0.4
Cherry retail price	\$5.35	\$5.35
Vidre+ Value: shrink reduction (per box)	\$1.07	\$2.14
Vidre+ Value: shrink reduction (100,000 boxes)	\$107,000	\$214,000
<b>Vidre+ Value: Shrink Reduction ROI</b>	<b>257%</b>	<b>613%</b>

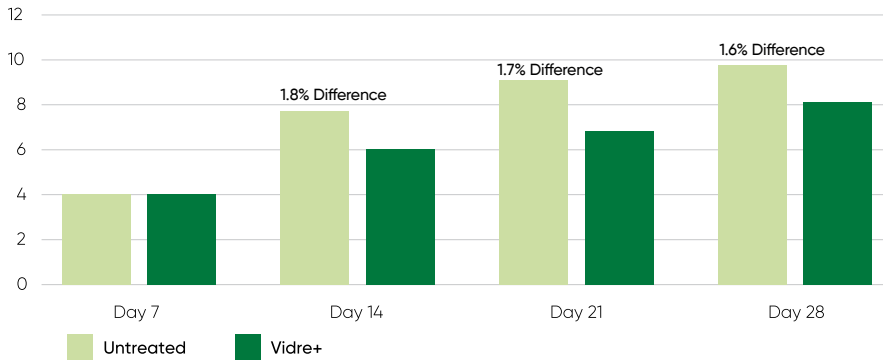
## Trial results reveal significant freshness protection benefits

The University of Science and Technology in Poland tested Vidre+ on two sweet cherry varieties (Kordia and Regina), while official trials in Italy evaluated the Staccato variety. Both researchers found significant benefits in freshness protection. For example, in the University trial, weight loss in Regina cherries was reduced by 1.5% in the first 3 days of storage and by 2% after 6 days of storage. In Italy, there was a 1.8% reduction in weight loss after 14 days of storage, which resulted in a statistically significant protection of cherry firmness during longer term storage.



### Official Trial Results: Cherry Weight Loss

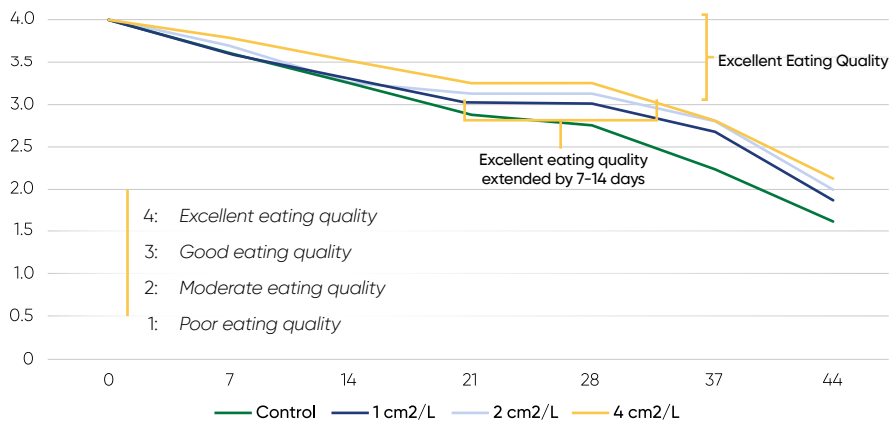
Cherry % Weight Loss Over Storage Time



### Extended eating quality and nutritional value

Vidre+ extended excellent levels of visual eating quality by 7-14 days depending on dosage evaluated. Anti-oxidant levels at nine days were 28% and 10% higher than the untreated with Vidre+ for Kordia and Regina, respectively. Similar benefits were seen in Vitamin C content indicating how Vidre+ also protects nutritional value.

Cherry Eating Quality Scale 1-4



**Stem color was fully maintained for 13 days in Kordia and for 21 days in Regina** vs. the untreated, which lost the bright green color rating after 9 and 13 days, respectively. In Italy, stem browning was reduced by 11% after 28 days in storage.

Untreated

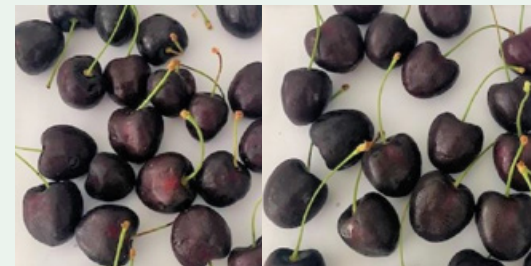
Vidre+



Regina cherries after 9 days cold storage. Note greater stem yellowing/browning and pitting in untreated cherries.

Untreated

Vidre+



Kordia cherries after 17 days cold storage. Note greater stem yellowing/browning and pitting in untreated cherries.

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

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