



Longer lasting limes

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 package or shipping box will protect limes 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 a patented timed-release system that delivers the highest possible protection in storage, during transport and at retail.

Maintain the quality and value of your limes

Ethylene is widely known to affect the quality of limes after harvest by increasing respiration and accelerating the degradative processes; resulting in reduced shelf life and quality. Vidre+ protects limes from the negative effects of ethylene by:

- slowing respiration
- delaying yellowing
- decreasing calyx abscission
- delaying senescence

Vidre+ Eco-nomics

Increase profits while reducing food waste

Minimize Markdowns

| | | |
|--------------------------------------------------|------------|-------------|
| Reduced markdown occurrence by | 4% | 8% |
| Pounds per box | 20 | 20 |
| Upgraded weighted average price (per pound) | \$1.64 | \$1.66 |
| Vidre+ Value - reduced markdowns (per pound) | \$0.02 | \$0.04 |
| Vidre+ Value - reduced markdowns (per box) | \$0.41 | \$0.81 |
| Vidre+ Value - reduced markdowns (100,000 boxes) | \$40,704 | \$81,408 |
| Vidre+ Value - Reduced Markdowns ROI | 36% | 171% |

Reduce Shrink at Retail

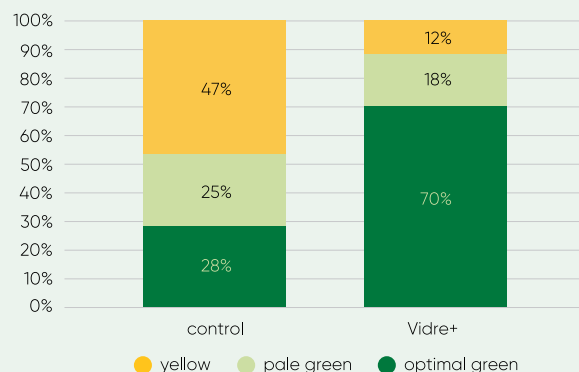
| | | |
|-------------------------------------------------|-------------|-------------|
| Shrink reduction | 2% | 4% |
| Pounds per box | 20 | 20 |
| Shrink saved (pounds) | 0.4 | 0.8 |
| Limes retail price (per pound) | \$2.12 | \$2.12 |
| Vidre+ Value - shrink reduction (per box) | \$0.85 | \$1.70 |
| Vidre+ Value - shrink reduction (100,000 boxes) | \$84,800 | \$169,600 |
| Vidre+ Value - Shrink Reduction ROI | 183% | 465% |



Trial results reveal significant benefits

Studies in Peru simulated shipping limes from Piura to Florida, USA. Limes were stored in boxes at 46.4° Fahrenheit (8° Celsius) for 25 days and then moved to a simulated grocery shelf at 68° Fahrenheit (20° Celsius) for 8 days. 70% of the limes treated with the Vidre+ technology stayed green throughout the test. Only 28% of untreated limes stayed green.

Effect of Vidre+ on limes color after 25 days at 8°C and 8 days on shelf



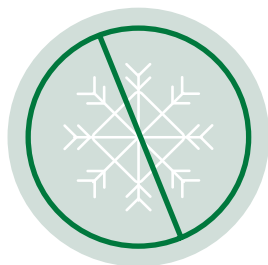
Untreated

Vidre+



Easily administer the right dose for your pack size

Customize dose rate for optimal performance. No reorganization or additional capital investment required.



No cold rooms



No atmosphere regulation



No humidification systems

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

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.

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