



FreshInset

Stretch the shelf life of your spinach 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 spinach from the negative effects of ethylene to extend the freshness and quality of your leafy greens.

Maintain the quality and value of your spinach

Vidre+ protects spinach 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

- flatten fluctuations and variations in demand planning
- reduce "dump and donate" occurrences
- achieve a higher average selling price due to reduced mark downs and rejections
- improve 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 case	2	2
Pounds saved per case	0.03	0.05
Spinach wholesale price (per pound)	\$7.66	\$7.66
Vidre+ Value - waste reduction (per case)	\$0.23	\$0.38
Other operational efficiencies (per case)	\$0.06	\$0.06
Cumulative operational efficiencies (per case)	\$0.29	\$0.44
Vidre+ Value - Operational Efficiencies ROI	61%	146%

Minimize Markdowns

Reduced markdown occurrence by	4%	8%
Pounds per case	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 case)	\$0.18	\$0.37
Vidre+ Value - Reduced Markdowns ROI	2%	104%

Realize a Return

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

Reduce Shrink at Retail

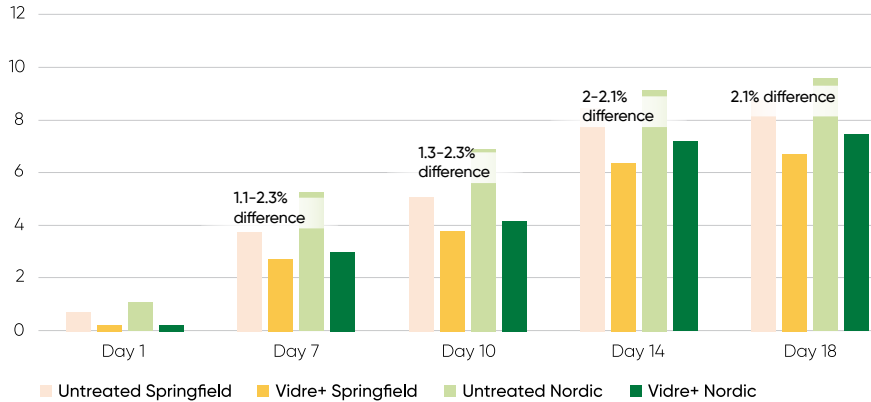
Shrink reduction	2%	4%
Pounds per case	2	2
Shrink saved (pounds)	0.4	0.8
Spinach retail price (per pound)	\$12.77	\$12.77
Vidre+ Value: shrink reduction (per case)	\$0.51	\$1.02
Vidre+ Value: shrink reduction (100,000 cases)	\$51,072	\$102,144
Vidre+ Value - Shrink Reduction ROI	184%	467%

Trial results reveal significant freshness protection benefits

An 18-day independent trial in California evaluated the benefits of using Vidre+ to extend the shelf-life or reduce losses of two baby spinach varieties – Springfield and Nordic – during post-harvest handling. Spinach weight, wilting, color, and visual quality were measured on each evaluation date during refrigerated storage at 40° F/5° C with visible results:



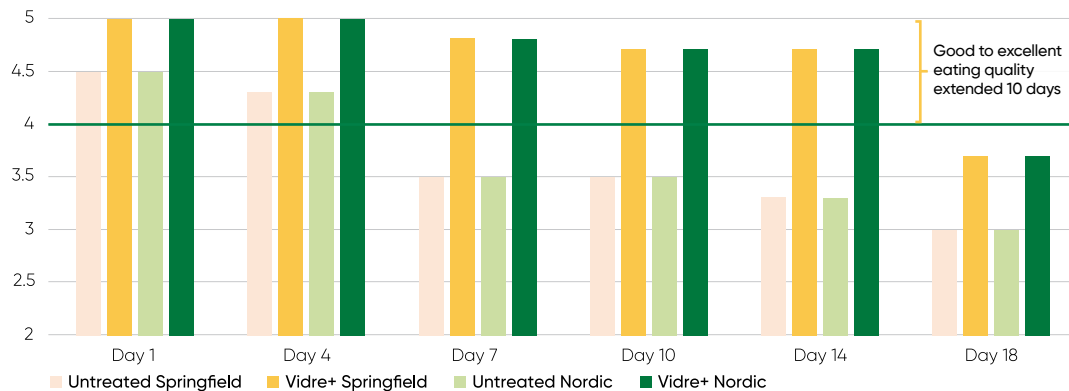
% Weight Loss Over Storage Time



*All time points were statistically significant @ P=0.05



Quality Rating Over Storage Time



- 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 spinach post-harvest quality and shelf life by applying one sticker to each box, bag, or clamshell package of spinach.

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