



FreshInset

More time for your tomatoes to thrive 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 tomatoes 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 time-release system that delivers the highest possible protection in storage, during transport and at retail.

Maintain the quality and value of your tomatoes

Ethylene is widely known to affect the quality of tomatoes after harvest by increasing respiration and accelerating the ripening process. Ethylene is needed for tomato ripening to begin, but once tomatoes begin turning color, Vidre+ can slow down the ripening process and protect tomatoes throughout the supply chain by:

- slowing respiration
- reducing weight loss
- retaining firmness, reducing softening
- retaining acidity and flavor
- maintaining fresher overall appearance
- maintaining eating quality
- slowing loss of Vitamin C



Vidre+ Eco-nomics

Increase profits while reducing food waste

Packaged Cherry and Grape Tomatoes

Decrease Weight Loss

Weight loss reduction	1%	2%
Pounds per box	20	20
Weight saved (pounds)	0.2	0.4
Snacking Tomato wholesale price	\$3.82	\$3.82
Vidre+ Value - weight loss reduction (per box)	\$0.76	\$1.53
Vidre+ Value - Weight Loss Reduction ROI	154%	409%

Minimize Markdowns

Reduced markdown occurrence by	4%	8%
Pounds per box	20	20
Upgraded weighted average price	\$3.69	\$3.74
Vidre+ Value - reduced markdowns (per pound)	\$0.05	\$0.09
Vidre+ Value - reduced markdowns (per box)	\$0.92	\$1.83
Vidre+ Value - Reduced Markdowns ROI	205%	511%

Realize a Return

Cumulative value	\$1.68	\$3.36
Cumulative value on 100,000 boxes	\$167,904	\$335,808
Vidre+ Value - Cumulative ROI	460%	1019%

Reduce Shrink at Retail

Shrink reduction	2%	4%
Pounds per box	20	20
Shrink saved (pounds)	0.4	0.8
Snacking Tomato retail price	\$4.77	\$4.77
Vidre+ Value - shrink reduction (per box)	\$1.91	\$3.82
Vidre+ Value - shrink reduction (100,000 boxes)	\$190,800	\$381,600
Vidre+ Value - Shrink Reduction ROI	536%	1172%

Benefits at any color stage

Whether you seek longer supply chain life or extended ready-to-eat life, Vidre+ can help. Tomatoes harvested at a lower color stage benefit from slower ripening progression, providing greater opportunity for storage and/or movement through the supply chain. For tomatoes harvested at a ripe, high color stage Vidre+ delivers a prolonged ready-to-eat window of 4-7 days.



Field Grown Rounds and Romas:

- Increased shelf life up to 6 days for Breaker and Pink tomatoes
- Better firmness during shipment
- Allows storage of harvested fruit at higher temperatures for better flavor protection
- Improved overall quality during shelf life
- Extended shelf life

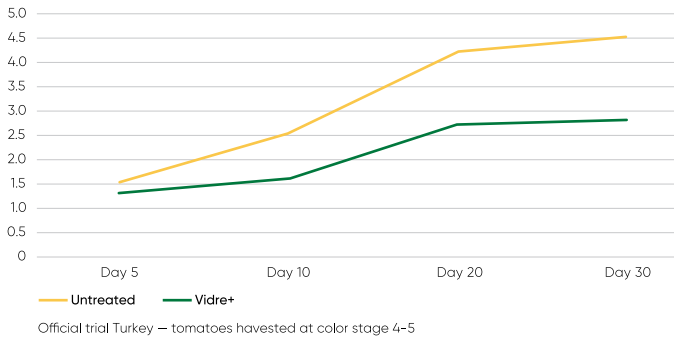
Cherry, Grape and Tomatoes on the Vine:

- Slower ripening process
- Reduced dehydration
- Protection against chlorophyll loss of the vine
- Extended shelf life
- Preservation of overall flavor and quality

Trial results reveal significant freshness protection benefits

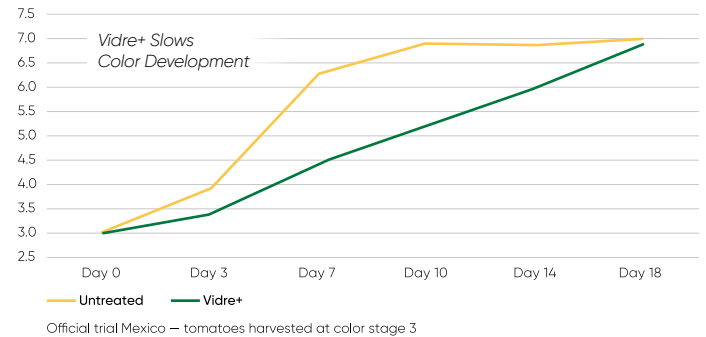
Weight Loss

Tomato % Weight Loss Over Time (8° – 10°C, 46.4° – 50°F)

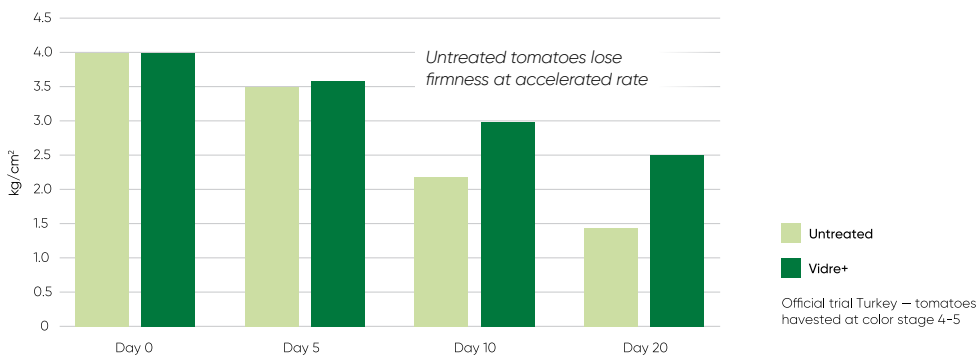


Color

Tomato Color Development Over Time (Room Temperature)



Tomato Firmness Over Time (8° – 10°C, 46.4° – 50°F)



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

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