

## Better Together: Solutions to help maximise your harvest value.

With 20 years of experience gained in very diverse and sometimes dramatic conditions, the AgroFresh team is setting itself for 2024 season and working alongside customers to achieve the best result for their businesses.



With a track record for working with customers in applying our pre- and post-harvest ethylene management expertise, we are exceptionally well placed for providing solutions to customers and helping maximise the value of their harvests.

Following the most recent season, our 20th, we took the opportunity with several customers and business partners to reflect on our journey so far. Here are a few of their comments that are both gratifying and very humbling.

*AgroFresh has become a post-harvest leader in the apple space. It's brought a paradigm shift in growing, storing and marketing.*

*They have invested a lot in R&D to have top quality products.*

*It has a good record of bringing through new tools, and they still have a lot more to come."*

*SmartFresh made this good apple a truly great one.*

*We are now getting a seven- to eight-month selling season.*

*Without it I'm sure there would be a loss in packout and increased quality claims."*



*Given our range of varieties, Harvista allows us to spread the harvest, delay maturity and improve colour.*

*In achieving profitability, you cannot replace good harvest timing; this product allows such timing."*



### For fast and efficient Harvista™ applications, just look up

AgroFresh introduced Harvista to our New Zealand customers in the 2021 season. It has allowed them to manage fruit maturity, achieve better quality and higher yield, expand the harvest window and gain more flexibility in labour and harvest management.



Until now Harvista has been applied using an orchard sprayer system. The impacts of Cyclone Gabrielle in Hawke's Bay resulted in regulatory support together with NZ Apples and Pears and Horticulture NZ to get Harvista applied from the air within 2 weeks. Growers were able to salvage their harvest where a ground application Harvista was not possible and delay maturity until pickers could access orchards.

The aerial application of Harvista is now registered with the ACVM. As with SmartFresh™, aerial applications of Harvista will be managed by AgroFresh as a service direct with its customers.

As more customers are keen to achieve the benefits of Harvista, application by helicopter is expected to become more broadly adopted. It will shorten spray times and help reduce customers' investments on sprayers and tractor equipment.

### Ag Tech solutions from AgroFresh

FreshCloud™ is an integrated digital platform providing end-to-end visibility into fruit quality inspection data, reporting and insights. The AgroFresh team works closely to tailor FreshCloud to specific operations and existing IT systems no matter how big or small. It helps bring inspection data together for growers, packers and exporters for making informed decisions about their fruit quality in real time.



AgroFresh is launching a monitoring service using Strella wireless sensor technology that measures ethylene, CO<sub>2</sub>, O<sub>2</sub>, temperature and humidity for interpreting the relative maturity of apples in controlled atmosphere storage. Strella sensors are designed to track ethylene trends and guide rooms being opened at the right time, avoiding loss due to over maturity. The data from the sensors is presented as a dashboard which is accessed in real time by the customer via AgroFresh's FreshCloud data platform.



As we enter our 21st season, the **AgroFresh NZ team** can be relied on for combining our expertise, solution-based technologies and services to provide a **Total Quality System** experience across the supply chain for customers.

You can read these testimonials in full here:



**Jane Turner**  
Commercial Lead  
021 777 024  
janeturner@agrofresh.com

**Chris Waites**  
Technical Account Manager  
027 233 6949  
cwaites@agrofresh.com

**Matt Punter**  
Technical Account Manager  
027 328 3347  
mpunter@agrofresh.com

**Tom Bryant**  
Account Manager -  
South Island  
027 276 6545  
tbryant@agrofresh.com

**Tessa Francis**  
Operations Manager  
021 776 292  
tfrancis@agrofresh.com