

# MAINTAIN QUALITY & EXTEND SHELF LIFE OF YOUR TOMATOES

## THE SITUATION



- Consumption of tomatoes continues to grow – particularly with boutique varieties
- Fresh tomato consumption has been on the rise, attributed to ability to purchase better quality, “fresher” product
- Unfavorable climate conditions create issues for import/export countries with fluctuation of harvest volume and value

Source: Straits research 2023; tomato market analysis to 2031.



## THE SOLUTION

**SmartFresh™** extends shelf life and quality attributes such as color, firmness and texture of tomatoes, bringing ROI value to grower/packer and shipper

- SmartFresh blocks ethylene receptors, delaying the ripening process to maintain skin color, pulp firmness and texture
- Proven results on specific varieties: TOV, Heirloom, Cherry, Round, Roma, Grape

AgroFresh



## VARIETY BENEFITS

- **Round, Roma, Heirloom:**
  - Maintains freshness and color through ripening from Stage 1 to Stage 6 (market stage)
- **Tomatoes on the Vine (TOV):**
  - Improves greenness of stems
  - Reduces water loss in stems by 5-10%
  - Reduces shatter

Please note: individual conditions and results may vary. AgroFresh cannot guarantee comparable results. Read entire label and directions before using product.

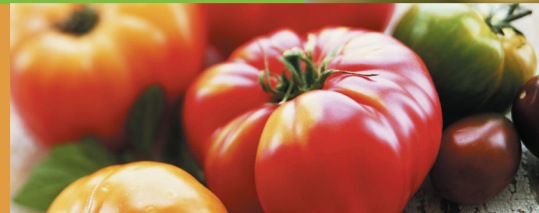


## SUPPLY CHAIN BENEFITS

- For packer/shippers: No need to deliver two color programs. Supports quality during long transit times of export
- Tomatoes can be stored in warmer temperatures – protecting quality
- For retailers: can provide opportunity for “ready-to-buy” vs. “ready-to-eat” programs

## CONSUMER BENEFITS

Consumer testing confirms consumers prefer overall appearance, inside color, firmness and texture of SmartFresh tomatoes.



Pack freshness and deliver **with confidence.**

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