



Optimize room opening with real-time data.

THE SITUATION

With little data available to determine optimum room opening order, packers often rely on historical knowledge and small samples to plan their packing schedules. But up to 60% of a packout can be lost due to over-maturity.

EASY & PROFITABLE

Drop wireless sensors into your CA room, connect a gateway and view live maturity-based recommendations through **FreshCloud™** to optimize the marketable value of your fruit and reduce waste.

THE SOLUTION

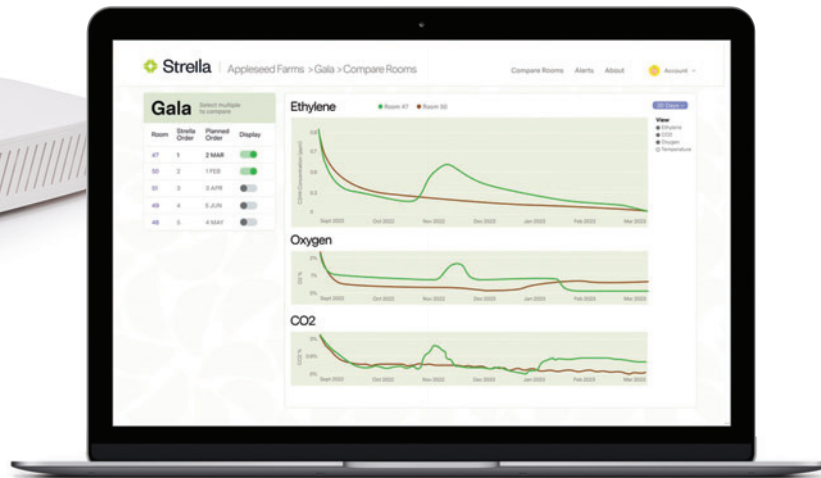
Wireless sensors monitor ethylene, CO₂, O₂, temperature and humidity in the CA room throughout the season. By using sensor data to predict the maturity of the room, and displaying real-time, personalized packing orders on a convenient dashboard, **Strella** helps packers open the right room at the right time.

Improve packouts by predicting controlled atmosphere (CA) room opening order.



The produce professionals at AgroFresh bring 40 years of experience to helping meet your challenges, with unparalleled expertise, service and support. Now we're exclusively licensed as Stella's global distribution partner for apples and pears.

This latest addition to our post-harvest portfolio offers season-long, real-time monitoring of your fruit in storage - and it's integrated into our FreshCloud™ digital quality platform.



Stella, by the numbers:



400+

CA rooms monitored



30%

Of all rooms monitored are reorganized



3%

Average room improvement



6 YEARS

Experience in North America, LAR and EMEA

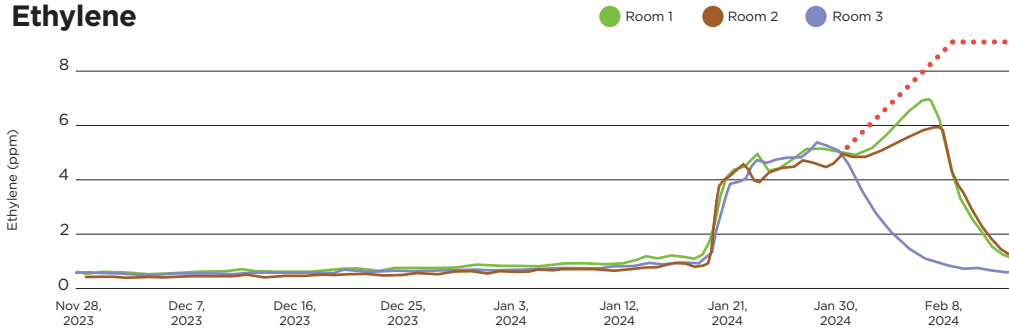


Identify storage issues. Minimize fruit losses.



ACTUAL CASE STUDY*: Strella data alerted packer to issue, avoiding potential loss of crop

Ethylene



Protection against unnecessary loss

STRELLA IDENTIFIES ETHYLENE CONTAMINATION

- Sensors detect a sudden increase in ethylene levels across multiple rooms
- Investigation reveals unintentional introduction of air from other CA rooms through the scrubbing system

EXAMPLE SCENARIO:

Protect revenue and realize ROI

Room size: 1,200m³
 Bins/room: 833
 kg/bin: 300
 kg/room: 249,900

Packout price: € 1.50
 (€/kg)

Packout lost (without Strella): 8%

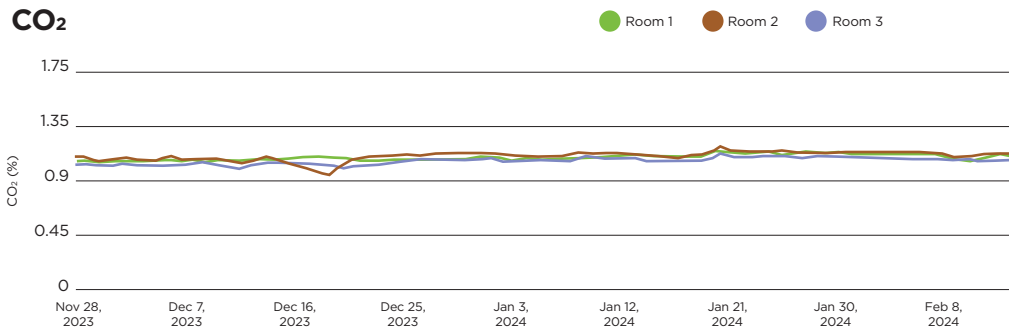
Packout lost (with Strella): 4%

Packout without Strella: € 1,034,586

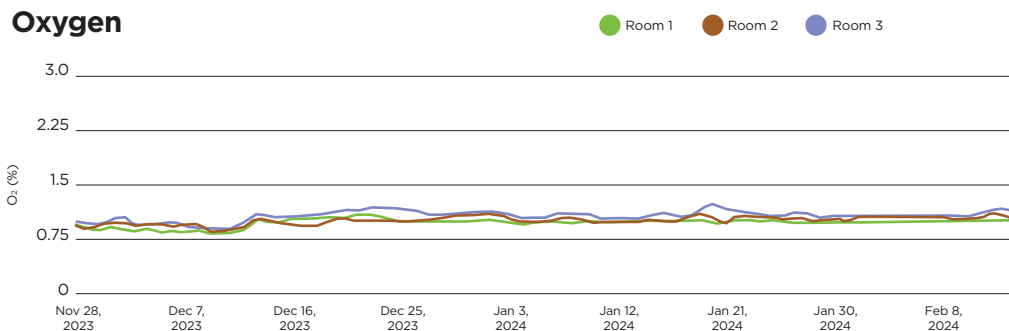
Packout with Strella: € 1,079,568

Revenue Increase with Strella: € 44,982

CO₂



Oxygen



* European Packing Facility

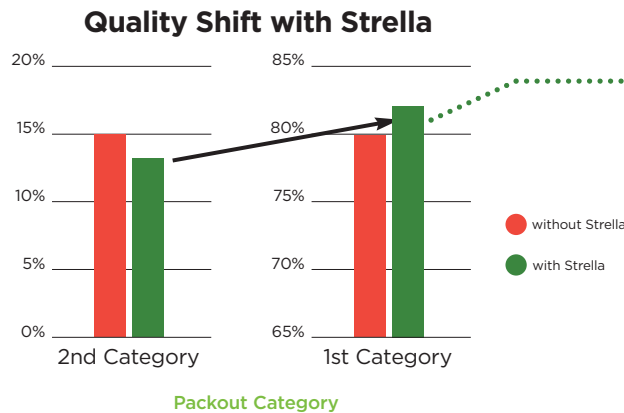


Optimize fruit categories. Increase your revenue.



Bring the benefits of real-time storage monitoring to your facility. Even a small quality improvement (such as this 2% shift from Category 2 to Category 1) can increase revenue enough to cover the cost of Strella — and then some!

POTENTIAL IMPACT*: See better quality and better returns



See improvement in premium quality fruit

WHAT DOES A 2% CATEGORY SHIFT MEAN?

- Moving Category 2 apples into Category 1 can shift expectations and potential profits

EXAMPLE SCENARIO:

Boost quality and revenue potential

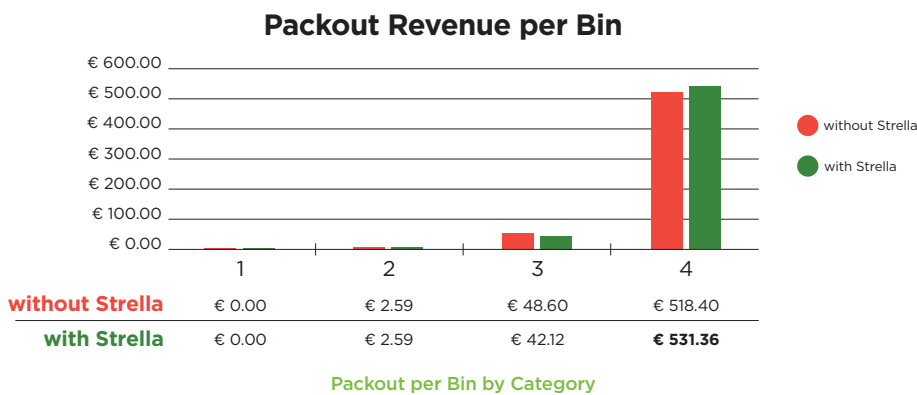
Room size: 1,200m³
Bins/room: 833

Revenue increase per bin: € 6.48

Packout/Room without Strella: € 474,660

Packout/Room with Strella: € 480,060

Revenue increase per room: € 5,400



Packout per Bin by Category

* European Packing Facility



Strella is integrated into our FreshCloud™ digital platform.



AgroFresh

Contact us to learn more about how to achieve a more predictable and better packout.

AgroFresh Customer Service: info@agrofresh.com

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