



Welcome to the *Freshasphere*[™]

Innovation that is delivering extra quality
and value for the fresh produce industry

It's Fresh![™]
as nature extended



wasting food wastes everything

water, labour, energy, time and money

our mission

To be a world leader in innovative technologies that extend the freshness and quality of fresh food and flowers.

We strive to make fresh produce safer, more available and affordable, reducing global food waste in an ethical and sustainable way.



It's Fresh! – the company

Created in 2010, It's Fresh! is part of The Food Freshness Technology Group.
Patented technologies to extend freshness and quality in fresh food and flowers.

\$35m invested to-date



AgroFresh

**Strong corporate
shareholders and
management team...**

**...an innovative,
British,
high-tech
business...**

M&S develops 'revolutionary' pack to help reduce food waste
Liz Gyekye | January 9, 2012 | 1 Comment

Marks & Spencer has unveiled new 'revolutionary' packaging which it claims will extend the life of fruit stored in the fridge by up to two days and as a result reduce food waste

It's Fresh! wins slice of €5m cash



**Developed over 6
years in conjunction
with world leader in
advanced materials
technology**

a protective Freshasphere™

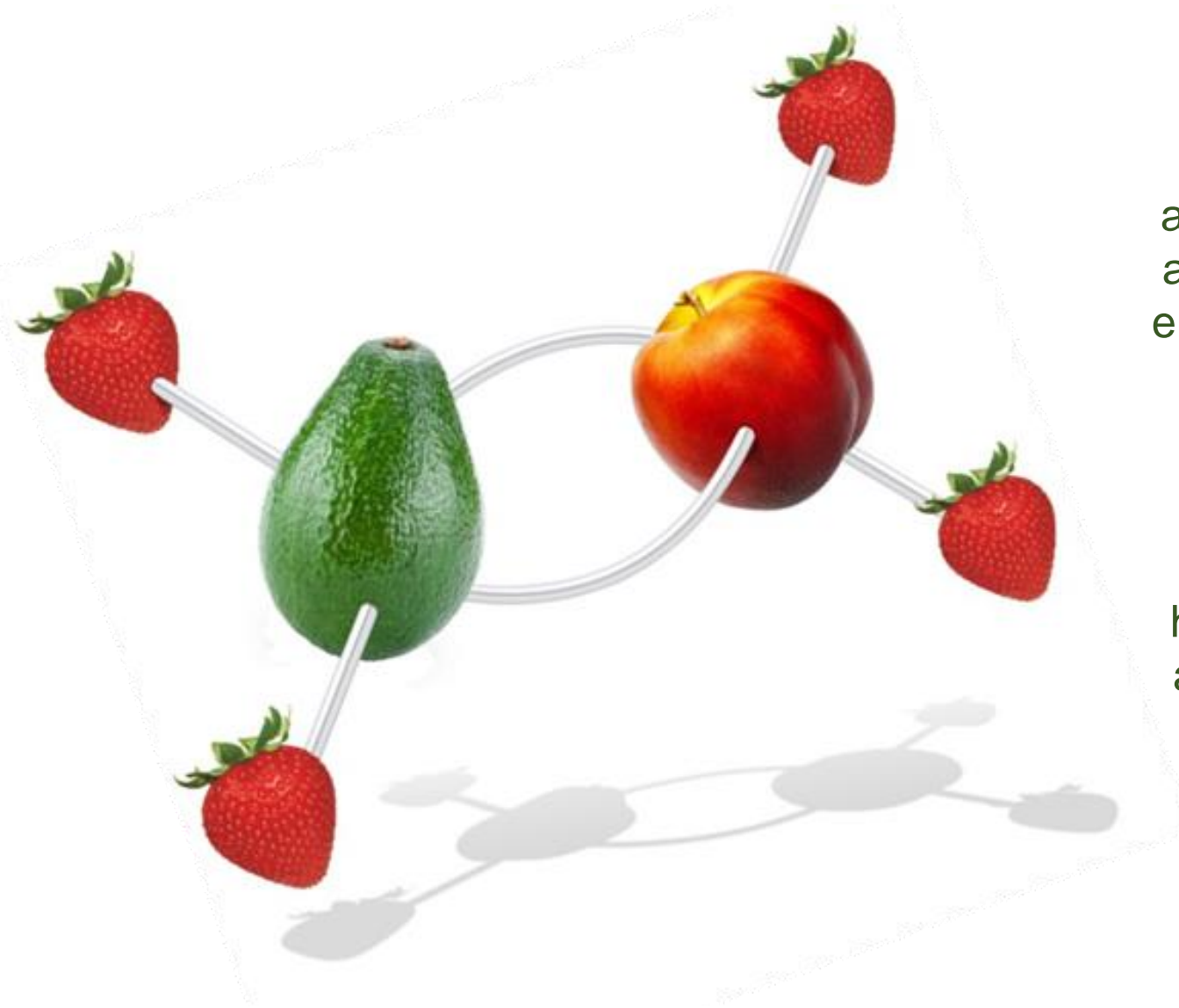


removing the harmful materials from the atmosphere
surrounding fresh produce



ethylene is a natural gas emitted and re-absorbed by fruit, speeding up the ripening process and shortening its life

removing ethylene slows down the ripening process and extends the life of fruit



ethylene production accelerates significantly as a 'stress' response to environmental pressures

Cranfield University has shown that ethylene affects many more fruits than once thought

ethylene & fruit





THE FILTER

The It's Fresh! Filter absorbs natural ripening gases, protecting the atmosphere and locking in freshness



THE FARM

The farmer uses the filter to protect the quality of freshly picked produce for its journey from farm to shop



THE SHOP

The retailer uses the filter to protect quality, extend freshness and reduce the problem of in-shop waste



THE HOME

At home the filter continues to extend quality and freshness so you can enjoy more and waste less

from field to fork





Integrated Filter into a Berry Pad/Cut Fruit

for all applications



Transit Filters



Self-adhesive label



Retail Filter



GAME CHANGER



top seal



flow &
floral wrap

It's Fresh!
infinite
the universal extra freshness wrap





a small investment delivers a big prize





GROWER
MORE FRUIT AT FARM GATE
QUALITY
SAVED \$2-3 PER CASE
AND EXTENDED SHELF LIFE

SUPPLIER
LESS QC REJECTIONS
11% COST SAVING
BETTER GRADE-OUT

RETAILER
IMPROVED SALES
45% WASTE REDUCTION
BETTER QUALITY

AT HOME
PERFECT QUALITY FRUIT FOR
LONGER
**EXTRA FRESHNESS &
FLAVOUR**
LESS WASTE GUARANTEED

big benefits for the entire supply chain





GROWER

Pick later for better flavour and more weight

Protects produce from farm to point of delivery
(retailer/processor/port/)

Longer storage life enables
improved inventory management

Reduced transit damage & losses including
supply chain disruptions

Reduced 'out of spec' customer rejections

Extended quality and less rejections means greater yield
& value per harvest

Deliver superior quality and extended product life
to customers



SUPPLIER

Longer storage life enables improved
inventory management

Greater consistency and management of maturity

Reduced grade-outs and rejections

Increased processing yields means greater cost savings

Deliver superior quality and extended product life
to customers

Stimulates category growth



RETAILER

Extended product quality, freshness & shelf-life

Reduced in-store waste (quality and margin)

Greater on-shelf availability increases consumer perception of 'freshness'

Reduced customer complaints

Greater consumer value (less waste, better taste)

Increased sales as satisfied consumers return to buy more fruit more often

Stimulates category growth



CONSUMER

The best quality money can buy

Extra freshness and flavour

Greater value for money

Better eating experience for longer

Reduction of waste at home

Increased consumer satisfaction



what the industry thinks



"It's Fresh treatments were clearly better than the Tectrol or Control treatmentsMy bottom line on this test is it shows, in a situation when external decay is able to develop, that It's Fresh will inhibit that development.

Prof. Jeff Brecht, University of Florida, USA



"It's Fresh! suppressed postharvest senescent decline and maintained natural disease resistance... we found that you can extend shelf life for up to 2 days which is really quite ground breaking....."


Prof. Leon Terry, Cranfield University, UK



"It's Fresh! has shown to have a significant positive effect on quality and life extension in different packaging types and temperature regimes; fruit tested with It's Fresh! had increased saleability over fruit tested without It's Fresh!"

Dr Felix Lippert, Hortkinetix, Germany



A photograph of two men in an orchard. The man on the left is wearing glasses and a light-colored shirt. The man on the right is wearing a straw hat and a plaid jacket. They are both looking at a wooden crate filled with various fruits, including peaches and cherries. The background is a lush green orchard with sunlight filtering through the leaves.

“We have used It’s Fresh! extensively in our shipments over the last 4 years both domestically and international. In a nut shell it extends the shelf life of our fruit by an average of 4 extra days which equates to a net benefit of \$2 -\$3 per case.”

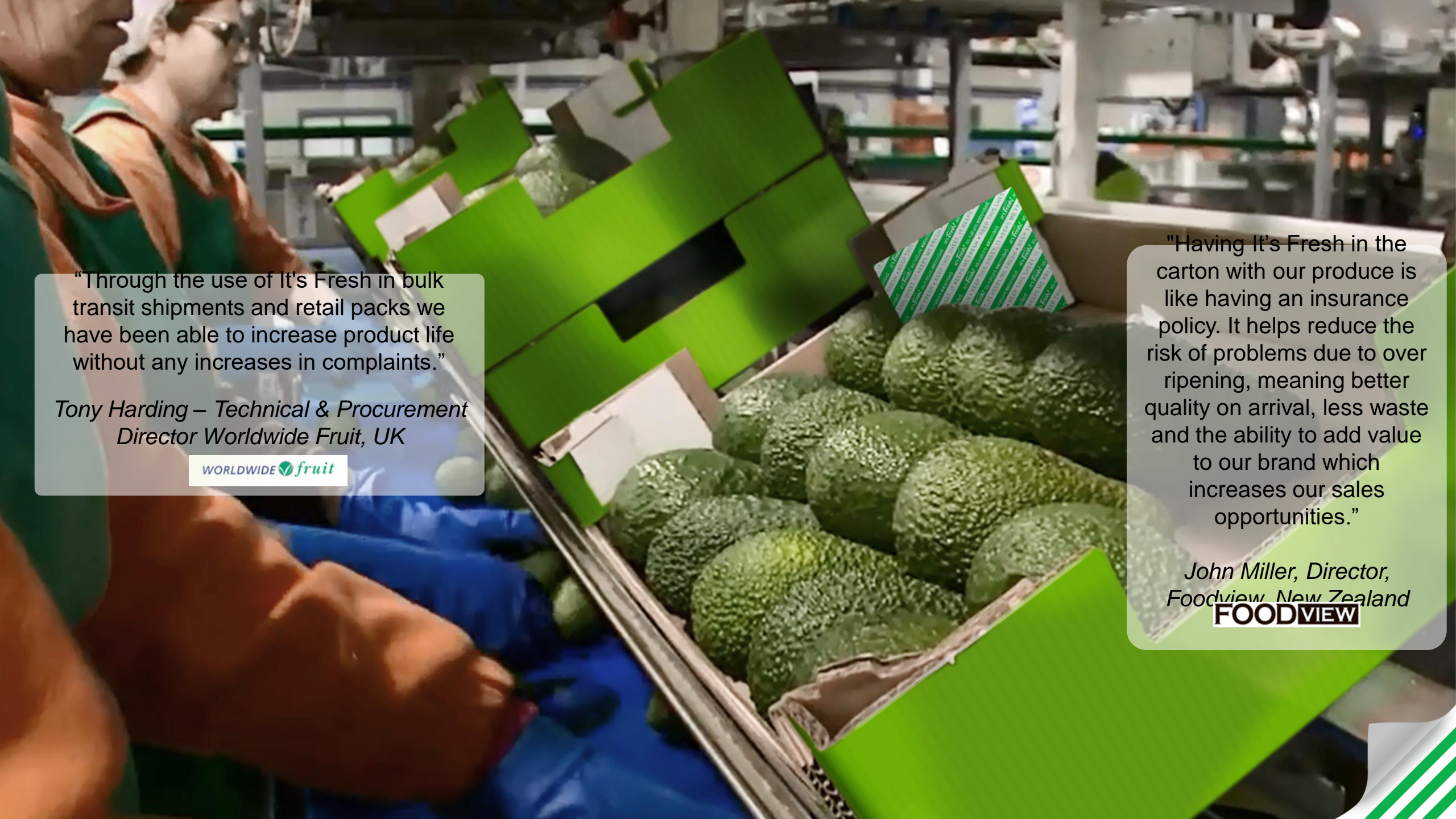
*Brian Keavy, VP Sales & Marketing,
Kingsburg Orchards, USA*



“It’s Fresh! gave us extra days, allowing us to hold the fruit, waiting for a better price at the market”

*Romy Meyer, Commercial Manager,
Exportaciones Meyer, Chile*





“Through the use of It's Fresh in bulk transit shipments and retail packs we have been able to increase product life without any increases in complaints.”

*Tony Harding – Technical & Procurement
Director Worldwide Fruit, UK*

WORLDWIDE  fruit

“Having It's Fresh in the carton with our produce is like having an insurance policy. It helps reduce the risk of problems due to over ripening, meaning better quality on arrival, less waste and the ability to add value to our brand which increases our sales opportunities.”

*John Miller, Director,
Foodview, New Zealand*

FOODVIEW

“It’s Fresh! technology allows the slowing down of the ripening process in fruits and vegetables.... we can report a reduction of 41% of in-store waste of the Carrefour Quality branded RTE pears”



“This technology helps to preserve the quality of our fruit which is important for customers who want their food to stay fresher for longer”.
Hugh Mowat – Head of Quality Produce & Horticulture, Morrisons PLC, UK



“Thanks to It’s Fresh! the Stone fruit quality this season increased by 6% for both sea & air-freight arrivals. This means that the rejection levels at DC were reduced and we increased container acceptance from Chile into the US from 86% to 92%”
Octavio Meyer – Senior category Manager Walmart GFS

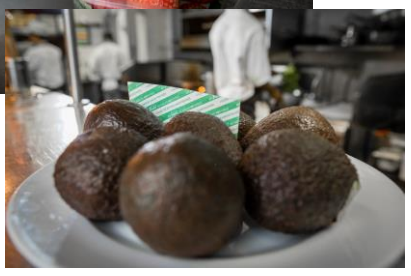




proud customers



CANTEEN



The tiny gas-guzzling strip that makes food last FOUR days longer. Timelapse shows how the filter stops your fruit from going off



Why a hard Brexit could crush Britain's strawberry fields forever

As Brexit talks begin Britain's soft fruit industry calls for a deal to secure the rights of seasonal EU workers to save the nation's strawberries from being wiped out

These Filter Sheets Will Help Keep Your Produce Fresh

UK-based It's Fresh! small spongy papers that ethylene, the ripening gas that ripens fruit and vegetables

Big supermarkets - including, and white stripy filter in packs

KCBS ALL NEWS 740 AM | 106.9 FM



BBC Three Counties social media feed showing tweets and a photo of a strawberry.

BBC RADIO

The Eurofruit Guide to Fresh Produce Technology & Packaging 2017

REAL SIMPLE website header with navigation and featured articles.

STRAWBERRY FIELDS FOREVER

Keep that paper at the bottom of your punnet of superfruit

Some shoppers have been told to discard their fruit bowl at home

By Tara Evans, Digital Consumer Editor

A SMALL piece of filter paper can help your fruit last longer



EveningStandard. London restaurant Canteen trials new food waste technology to keep food fresher for longer



FRESH PRODUCE Journal

Britain's favourite fresh produce magazine since 1895

By Fred Searle Thursday 13th December 2018, 13:23 GMT

Morrisons to trial new It's Fresh tech

Undisclosed active ingredient is printed directly onto packaging to boost product life by absorbing natural ripening hormone ethylene



It's Fresh Infruite will be trialled on punnets of berries

Morrisons is set to trial a new film packaging technology developed by food tech firm It's Fresh to prolong the life of fresh produce.

THE PACKER

Ethylene filters help shippers, retailers cut waste

FRESH PRODUCE Journal

Britain's favourite fresh produce magazine since 1895



news search job offers photos pricewatch retailers calendar

New technology helps reduce strawberry waste

A new technology is on a mission to turn the great British strawberry green as the summer season kicks off.

More than 38,000 tonnes of soft fruit/berries, with a value of £180 million,

The Grocery Trader website header with navigation and featured articles.

The Packer

It's Fresh! draws \$10 million investment

AgroFresh, a company specializing in extending the shelf life of produce, has invested \$10 million in It's Fresh!

It's Fresh! has a similar focus, with products including ethylene-absorbing filters.

"We're delighted with this investment from such a respected industry leader," It's Fresh! CEO Peter Shalson said in a news release.

"Given their considerable experience in post-harvest produce management, it's a perfect fit for our business. This alignment with AgroFresh will allow access to its 3,000 customers as well as its highly-respected R&D centers worldwide, assisting quicker development of new products and enabling our technology to reduce food waste in many more countries around the world."

The research-and-development departments at both companies will work together to find more ways to provide better food quality and reduce food waste.

"AgroFresh is always looking for ways to reach new markets, and we are delighted to join forces with It's Fresh!," AgroFresh CEO Jordi Ferrer said in the release. "We're excited to tap into the innovative thinking and expertise in food freshness technology that It's Fresh! offers, and I expect big things of this new collaboration."

It's Fresh! logo

AgroFresh logo

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we use It's Fresh!





together we can take better care of
our precious food & resources

*IT'S Fresh!*TM
as nature extended