



By Carl Collen

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Apeel teams with Starr Ranch

Plant-derived technology will bring longer-lasting freshness to the company's organic apple offering



Apeel Sciences has announced a new partnership with Wenatchee, Washington-based Starr Ranch Growers, furthering its presence in the organic apple category.

"We are thrilled to partner with Starr Ranch Growers knowing that their dedication to sustainable growing practices to provide high quality, premium produce aligns with our own values," said Michael Schaeman, vice-president of global sales. "Apeel's plant-derived technology bringing longer-lasting freshness to Starr Ranch's delicious organic apples is exciting for the industry and ultimately the consumer."

Organic growers do not

have the same tools available for post-harvest shelf life, so Apeel's solution offers a significant opportunity to extend seasonality in the organic category.

The apple industry's adoption of Apeel, which is approved for organics, means organic-conscious consumers can enjoy fruit during times of the year that were never possible before.

Apeel extends the lifespan of organic apples by slowing the rate of water loss and maintaining firmness and colour. With the quality and shelf life extension provided by using Apeel, organic apples can be stored and sold year-round, creating value throughout the supply chain.

"Apeel apples help maintain firmness and weight in cold storage and retail conditions, allowing our partners to capture higher sales for product that is sold by the pound," said Brett Reasor, CEO of Starr Ranch Growers. "With longer storage abilities we see opportunities to extend the marketing window for all of our organic varieties."

"The demand for organic produce continues to grow and Apeel is a solution that means less shrink for retailers and less waste at home," he added. "We are excited to be able to deliver the taste of fresh-picked organic apples year-round."