



By Carl Collen

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Apeel aids lime longevity

Group teams with Robinson Fresh to bring longer-lasting limes to US supermarket locations



Apeel has announced a collaboration with fresh produce distributor Robinson Fresh to expand the availability of Apeel-treated produce throughout the US.

Starting this month, Robinson Fresh is distributing Apeel limes to Wakefern Food Corp, the largest retailer-owned cooperative in the US, including supermarkets under the ShopRite, The Fresh Grocer, Price Rite Marketplace, Dearborn Market, Gourmet Garage and Fairway Market banners.

Robinson Fresh and Apeel's collaboration focuses on creating a more resilient fresh food supply chain, which ultimately supports both companies' missions to reduce food waste and address climate change.

By expanding the availability

of more sustainable produce in the US, Robinson Fresh is furthering its commitment to reducing waste across the entire path to purchase - from the product itself, its packaging, to its delivery to retailers nationwide.

At the same time, Apeel advances its mission to combat food waste at every step of the supply chain and make the food ecosystem better for growers, distributors, retailers, consumers and the planet.

"We are proud to work with Apeel to bring its line of longer-lasting produce into our distribution channel and expand its commercial availability to retailers like the Wakefern Food Corp banners supermarkets," said Michael Castagnetto, president of Robinson Fresh. "Not only does this give consumers access to sustainable produce, but by introducing

more time across the supply chain, Apeel's technology increases our operational flexibility to get the produce to retailers while furthering our commitment to innovation and forward-thinking technologies that benefit our customers."

"We are excited to be partnered with such innovative and sustainably minded produce distributors and retailers to accelerate the commercial availability of Apeel's longer-lasting produce," said Michael Schaeman, vice-president of sales at Apeel. "Robinson Fresh share's Apeel's vision for more efficient supply chains so that we can move food through the system without seeing the insurmountable level of waste that has become ever more pressing to address."