

For fresh fruit and vegetable marketing and distribution in Asia



By Carl Collen

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Former Oppy man joins Apeel

David Nelley joins food waste solutions group as vice-president of domestic buyer relations



Former Oppy vice-president of categories and global exports David Nelley has been revealed as the new vice-president of domestic buyer relations at Apeel Sciences.

Nelley, who played an important role in developing the premium apple sector at Oppy, is the latest industry veteran to join a company continuing to foster its reputation as one of the most impactful food waste solutions across the supply chain.

Indeed, successful pilots with Apeel-treated avocados at US retailers have resulted in a 50 per cent or more reduction in avocado food waste on average, and some partners have experienced as much as a 65 percentage-point margin increase and a 10 per cent increase in sales in the avocado category due to Apeel.

"Apeel is a greater calling for anyone who's involved in agriculture," said Nelley. "Not only are

we in this for the business opportunity, but everyone throughout the supply chain is a partner in meeting the global challenge of feeding the future sustainably. To me, Apeel is a reason to be positive about the future of produce."