



By Mike Knowles

Thursday 10th June 2021, 16:32 GMT

Fruitbox 63 - Carles Doménech, AgroFresh



The company renowned for extending freshness in apples now wants to do the same for citrus, avocados and mangoes

Finding a safe and sustainable way to extend the shelf-life of fruit and vegetables represents an important priority for anyone in the business of selling fresh produce.

That's why shelf-life extension technologies like SmartFresh, first launched around two decades ago to great acclaim in the apple business, have been so instrumental in driving up quality and reducing waste.

Now, having had a major impact not just on apple supply chains but also on items like kiwifruit, plums, and pears, SmartFresh developer AgroFresh is introducing VitaFresh Botanicals, a set of edible, plant-based coatings that promise to have the same impact on other products such as citrus, avocados and mangoes.

As Carles Doménech Rodríguez, the group's global coatings and

disinfectants product lead, explains in the latest episode of Fruitbox, the new range is an important step forward in terms of extending freshness.

"VitaFresh gives retailers a much stronger opportunity to market the best-quality products, and also to improve consumer satisfaction while increasing profit potential," he explains.

Hosted by Chris White in London, Fruitbox now attracts a big audience across the global fruit and vegetable business that tunes in every week to hear exclusive interviews and expert analysis. Produced by Fruitnet Media International, the show is essential listening for everyone in the fresh produce industry.

All previous episodes of Fruitbox can be found on any of the following podcast services:

[Apple](#) • [Spotify](#) • [Anchor](#) • [Google](#) • [Overcast](#) • [Soundcloud](#) • [Stitcher](#) • [Pocket Casts](#)

Produced by Fruitnet Media International, the show is essential listening for everyone in the fresh produce industry.

To find out how you can tell your story on Fruitbox, email: chris@fruitnet.com

To learn about sponsorship and advertising opportunities, email: advertising@fruitnet.com

Enjoyed this free article from Produce Plus Magazine and its team of editors? Don't miss out on even more in-depth analysis, plus all the latest news from the fresh produce business. Subscribe now to [Produce Plus Magazine](#).