## IT'sFRESH!

TITLE	Extending strawberry shelf life using ethylene-absorbing packaging strips	
COMPANY / ORGANIZATION	IT's Fresh!	
FOOD CHAIN AREA	<ul> <li>5. Point of purchase – Retail or Food Service</li> <li>6. Consumer</li> </ul>	
KEYWORDS	strawberries, modified atmospheric packaging, ethylene-absorbing, ethylene removal, retail packaging	
ISSUE ADDRESSED	Fresh strawberries have a limited shelf life partly due to the release of ethylene, a hormone that causes fruits to ripen and then turn moldy.	
SOLUTION	A small plaster-style strip, measuring 8 cm x 4.5 cm, is added to the bottom of each strawberry punnet. Each strip contains a patented mixture of clay and other materials that filters the air and absorbs ethylene. By absorbing ethylene, the strips increase shelf life by reducing premature degradation and waste, and increasing natural disease resistance. The strips work in all temperatures and atmospheres and do not affect the recyclability of the packaging. Test retailers claim there is no extra cost to the consumer of the packaging.	
EXPECTED BENEFITS	Increased shelf life: Research finds that It'sFresh! extends the life of strawberries (and other fruit) by a minimum of 2 days.  Wastage savings: Trials carried out in Marks & Spencers stores showed a minimum wastage saving of 4% – during the peak strawberry season this would equate to 40,000 packs, or about 800,000 strawberries.	
CASE LINK	http://www.writtle.ac.uk/pge_PressRelease.cfm?ID=1050 http://www.theguardian.com/environment/2012/jan/06/marks-and-spencer-packaging-fruit	
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