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## **Calavo extends avocado shelf life with Apeel**

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Calavo Growers Inc. a worldwide leader of fresh avocados since 1924, is partnering with Apeel, creators of the innovative plant-based solution which enhances the shelf life of avocados and other types of produce. As a pioneer and category leader in fresh avocados, Calavo has always been on the cutting edge of delivering customized ripening programs to retail and foodservice customers. The partnership with Apeel provides a new and unique option for customers seeking an end-to-end solution to extend avocado shelf life through to consumers.



Apeel's plant-based technology creates a protective and edible "peel" on the outside of the avocado that keeps moisture

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inside and keeps oxygen out, allowing for longer shelf life of everyone's favorite fruit. The technology maintains the freshness, flavor and quality that Calavo avocados are known for, and extends the window of peak ripeness. Ultimately, less at-home spoilage is realized for consumers, and fewer avocados end up as food waste.

"Teaming up with Apeel to extend shelf life and transportability of Calavo's premium avocados was a natural fit with our solution-based business approach," said Rob Wedin, executive vice president of fresh sales for Calavo. "We pride ourselves on providing customers with options to fit their unique business strategies and challenges. With Apeel, retailers can experience less shrink and the ability to maintain avocado displays that are ripe and ready-to-eat. Quality, flavor and ripeness retained longer, consumers have more time to enjoy their avocados after bringing them home from the store."

Calavo's partnership with Apeel also supports the company's sustainability strategy. The consideration and commitment to long-term ecological balance, environmental soundness and social equity throughout the enterprise are key strategic elements. Utilizing Apeel's technology to combat food waste supports many of the company's sustainability initiatives and contributes to its overall mission in serving as good stewards of the communities in which Calavo operates.

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