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Ahold Delhaize getting misty over produce loss and sales

By sharing best practices across all of Ahold Delhaize brands, the company looks for divisions to support each other to keep ahead of the competition. One example is the successful implementation of a pilot program that sees the positive effects of dry misting on fresh produce.

Inspired by the morning mist that hangs over crop fields, engineers sought to replicate this natural occurrence and managed to develop a dry misting system. The system is equipped with ultrasonic technology to make the finest mist from the purest filtered water. As the mist floats out of the humidifier through a special diffuser and thinly surrounds supermarket produce, the mist evaporates, the humidity rises, and the temperature drops naturally. This allows the produce to keep important nutrients and have a significantly increased shelf life as it can better retain moisture and stay fresh.

The installation of the dry misting system in Ahold Delhaize's Alfa Beta was completed in early October and Mega Image's three-month pilot began in September. The Not for Resale European Waste Reduction team has taken the lead in sharing information and coordinating the project, supported by the technical department.

In the three months that the pilot will last, several factors will be analyzed. One of the most relevant being the generated savings enabled by decreased shrink/loss and improved sale performance. The company said its team is confident the pilot will be a success and will bring benefits to others.

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