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Apeel to help Limoneira differentiate its lemons

[Limoneira Co.](#) has entered into an exclusive licensing relationship with [Apeel Sciences](#). Limoneira will protect lemons across its supply chain with Apeel's coating technology.

This non-GMO, edible, plant-based coating maintains moisture for longer and reduces oxidation preventing spoilage throughout the supply chain. For lemons, this means they stay juicy and retain their bright, yellow color for longer. As Apeel's first, fully integrated lemon supplier in the U.S., Limoneira will significantly expand availability of Apeel-protected lemons domestically and internationally through Limoneira affiliated packing facilities and through licensing management.

In product trials conducted by Limoneira, Apeel-protected lemons demonstrated a significant difference in quality compared to other coatings. Apeel-protected lemons exhibited reduced water loss, shrivel and color change or "bronzing," including when tested in ambient conditions. This validates that Apeel's technology allows citrus to retain its quality for longer regardless of how they are stored or merchandised, which improves Limoneira's strategic position for market opportunities with retail and foodservice customers demanding a more sustainable approach to providing the highest quality, freshest produce.

"We are excited to be working with Apeel to generate greater supply chain flexibility, maintain higher quality lemons, decrease costs and reduce waste all to the benefit of our growers, customers, shoppers and the environment," said Harold Edwards, president and CEO of Limoneira. "Since 1893, Limoneira has been a leader in the 'what's next' category and we see offering Apeel-protected lemons as a truly natural next step to continue delivering the world's best lemons."

"Apeel's technology brings with it a new set of opportunities for the category and Limoneira's customers'," said James Rogers, founder and CEO of Apeel Sciences. "Growers working with Limoneira can expect access to new channels of distribution, Retailers can expect energy and cost savings during warehousing and distribution, and Consumers can expect an experience they need to see to believe. We are excited about the near-term, but also for the longer term as we are establishing a foundation for continuous incremental improvements driven by the collective efforts of our like-minded companies."

"The supply chain ultimately ends at the shopper's countertop and the restaurant table where quality acts as a positive reinforcement to where the shopper makes their purchases," said John Carter, vice president of citrus for Limoneira. "Utilizing Apeel provides the opportunity to have a better first impression and more importantly to have a greater 'lasting impression,' which benefits all stakeholders."