

FRESH FOCUS

AVOCADO 2020

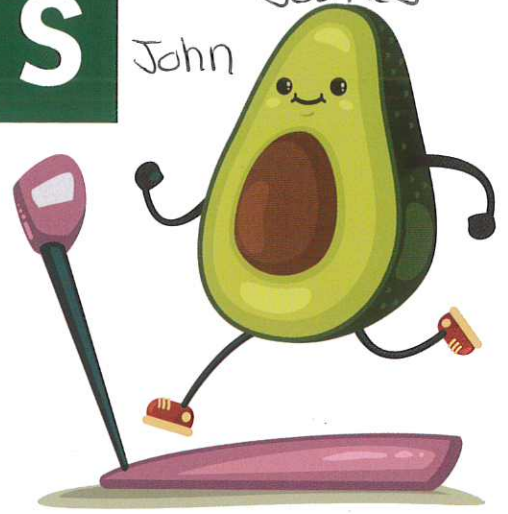
THE ANNUAL PUBLICATION FROM FRUITNET MEDIA INTERNATIONAL



SUPPLEMENT SPONSORS

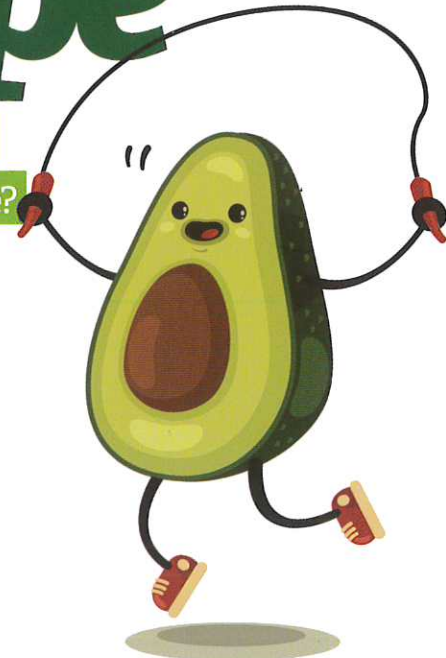
cc: Richard
Adam
James

John



Avocados in great shape

The avocado market remains in rude health, but how can the industry keep fit for the future?



- NEWS
- LATIN AMERICA
- AFRICA
- NORTH AMERICA
- EUROPE
- ASIA

FRUITNET

REPORT
—Ripening



.....
LEFT—(l-r)
Jörg Eienkel,
James Tumber,
Dr Valdir De
Bortoli; partners
in Softripe
technology
OPPOSITE—
Softripe
technology
has been used
successfully with
banana storage

Ripe-roaring avocado storage

KINGS LYNN—UK cooling and storage specialist JD Cooling is backing the award-winning Softripe technology to capitalise on the avocado boom.

by Ed Leahy
@edfruitnet

The massive rise in UK avocado consumption has put a premium on the highly prized fruit, but also a greater demand for better quality. Any category manager will tell you that consistently unripe, hard fruit on the shelves will start to damage consumer confidence.

Looking to keep step with the consumer, UK cooling and storage specialist JD Cooling announced in February an exclusive distribution deal with ripening

technology manufacturers Softripe, which was awarded Silver in the Fruit Logistica Innovation awards this year, having impressed judges with its state-of-the-art system.

For JD Cooling group chairman, John Dye, the avocado's massive potential made it a no-brainer to invest in. "Avocado is one of the few fresh products we work with where there is still tremendous growth potential," Dye says. "Our aim is to use Softripe to increase UK consumption even further than current predictions."

He continues: "Through enhancing the consistency and quality of fruit we hope to have a major impact on the consumer experience and subsequently increase sales. We have already seen this effect in the banana sector where Softripe is having a significant impact on consumer experience as well as delivering the aforementioned benefits to

the companies handling this fruit for ripening; next stop avocados!"

The core strength of the Softripe system, developed by German outfit Frigotec, is a computer-driven "smart" system which in turn makes decision making for suppliers and retailers much easier.

"Unlike traditional ripening systems, Softripe operates within a totally gas-tight store. This is a key part of the process whereby we can sense the respiratory gases that are given off by the fruit," says Dye.

"Once the sealed environment has allowed the Softripe system to analyse the atmosphere created by the fruit itself, it will advise the ripening manager as to when the fruit will be ready for out-loading."

Previous ripening approaches tended to be a case of flinging ethylene at the fruit, but the complexity that a computer-driven programme can handle makes for a more fine-



tuned process. "Softripe simulates the natural ripening of the fruit to ensure that they ripen without added stress."

During this process Softripe can control oxygen, CO₂, ethylene, temperature and humidity to finite levels which have been calculated to allow the fruit to be ripened to the optimum quality and consistency.

According to Dye, this creates big shelf-life savings compared to traditional systems, by increasing storage time after ripening cycles. Precedent shows with banana ripening that ripening cycles can be reduced by 50 per cent, with shelf-life increasing by five days.

"At the end of the ripening cycle, should the orders for the fruit have changed and the fruit is not able to be despatched at the planned time, Softripe can be programmed to go into a low oxygen storage mode which allows for the ripening man-

ager to hold the fruit for up to seven days without loss of any retail end shelf-life.

"The same indicators are there for avocados but have not yet been proven within commercial operations, with results currently restricted to various test facilities Softripe is running across the world. We would hope to be able to publicise results from commercial scale operations within the next 12 months."

The gains in quality from the technology ultimately benefit the category as a whole, by increasing the numbers of properly ripened avocados arriving on UK shelves, a challenge which Dye says is often overlooked.

"The varied maturity of fruit arriving at the UK packhouses is a major challenge that faces ripening managers up and down the country every day. Softripe has the unique capability of identifying, creating



and controlling the absolute optimum environment required for delivering the best possible end-result in terms of quality and consistency, as well as providing a prolonged shelf-life to the retailer and ultimately the consumer." ●

WANT TO REVOLUTIONISE THE WAY YOU RIPEN YOUR FRUIT?

JD Cooling Group is proud to be the exclusive UK wide supplier of the award winning 'Softripe' fruit ripening system.



JD Cooling

JD Industrial Cooling

JD Industrial Controls

JD Power Systems

Why Softripe?

- Reduced labour costs
- Increased shelf life
- Reduced product waste
- Consistent batch ripening results
- Shortened ripening periods
- Enhanced flavours & texture of the fruit
- Fully automated



For more information, please contact:

Head Office: 01553 767 446 South East: 01622 391 720 E: info@jdcooling.com www.jdcooling.com