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# AgroFresh partner with Strella to launch real-time monitoring tool in horticulture

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The leader in post-harvest freshness solutions, AgroFresh Solutions, Inc. announced a partnership with Strella, a startup and developer of proprietary sensor technology, as part of its commitment to reducing food loss and promoting sustainable agriculture. The global exclusive distribution agreement will launch immediately for the northern hemisphereâ??s apple and pear seasons and leverage AgroFreshâ??s relationships with more than 3,700 customers worldwide.

â??We expand the reach for this innovative technology in association with Strella and provide our customers with the data and insights they need to reduce food waste and maintain the quality and freshness of apples and pears as they move through the supply chain,â?• said Clint Lewis, Chief Executive Officer for AgroFresh

â??Our partnership with Strella expands our comprehensive portfolio of post-harvest solutions and further supports our customers in their efforts to grow and distribute an abundant supply of sustainable fresh produce around the world.â?• added CEO, Clint Lewis.

Strellaâ??s proprietary sensors collect real-time perishability data on apples and pears while they are in storage, allowing customers to make data-driven inventory decisions to maintain freshness and protect the value of their produce in storage to yield a higher quality pack out with limited disruptions in supply to the market.

This technology will complement AgroFreshâ??s FreshCloudâ?¢ platform. FreshCloudâ?¢ is an integrated digital platform that provides end-to-end data visibility and monitoring of product quality at all points along the value chain and moves the quality control (QC) inspection process into the digital age.

Katherine Sizov, Chief Executive Officer for Strella. â??Our focus is to use technology and data to enable smarter decisions across the supply chain. Addressing inefficiencies in fruit storage is a critical step in building a more resilient food supply chain."

The new agreement allows AgroFresh to build on the companyâ??s full portfolio of integrated post-harvest products, services and digital solutions designed to maintain fresh produce quality and extend shelf life.