What bananas can do for you.

Shoppers have always chosen a supermarket based on a familiar list of factors: location, price and quality—specifically, produce quality. So, exactly how important is produce quality to your store?

A recent Produce Marketing Association (PMA) survey found that 57% of consumers have switched grocery stores because the quality of the produce was better at another supermarket. PMA also reports that 72% of all consumers prefer to buy their produce where they do the bulk of their grocery shopping. If shoppers perceive that your produce is low-quality, the risk is not just that they won’t buy produce from you, but that they will take all of their business elsewhere.

That’s where bananas can help. Bananas are arguably one of the most important categories in the store—in some cases, they’re the top-selling item in the entire store. What if you could sell more bananas without any added risk?

The appearance of fresh fruits and vegetables has a considerable impact on consumers’ expectations of how the produce might taste, and therefore their purchase decisions. In fact, when purchasing bananas, consumers ranked ripeness and color (i.e., appearance) well ahead of price.

Selling consistently great-looking, bright-yellow bananas can result in a “halo” not only around the produce department but also the entire store. That means you can keep your shoppers, and perhaps your competition’s shoppers, coming back for more—of everything.
When you're selling bananas, appearance is everything. The two main attributes—color and sugar spots—play a vital role in consumers’ intent to purchase, and to consume your bananas long after they’ve brought them home. A major banana company’s research has shown the more yellow the banana (color stages 5 and 6), the greater the probability consumers will purchase and consume them.*

The SmartFresh™ Quality System for bananas helps you use this consumer insight to your advantage. SmartFresh technology protects bananas against the damaging effects of naturally occurring ethylene, increasing yellow life and significantly delaying the onset of sugar spotting.

Better-Looking Bananas = Competitive Advantage

Compare the SmartFresh quality bananas with control bananas in the images above. The visual contrast is striking.

Color: SmartFresh quality bananas hold their color longer—more than two days longer (Day 4 - Day 6). Bananas that stay beautiful longer open up exciting possibilities to help differentiate your stores and provide a real competitive advantage in such a high-volume category. What could you accomplish with an additional 2 days?

– Create bigger, bolder primary banana displays
– Add incremental sales with secondary displays
– Reduce shrink
– Build repeat sales and enhance long-term shopper loyalty

Sugar Spots: SmartFresh quality bananas develop sugar spots much more slowly—by the time sugar spots appeared, control bananas already had severe sugar spotting. Bananas that stay bright, beautiful and enjoyable to eat long after they leave the store enhance consumers’ value perception, thereby differentiating you from your competition.

Let the SmartFresh Quality System help you maximize your banana category performance and keep your stores in the spotlight. Contact your AgroFresh representative today.
SUPPORT: AgroFresh Inc.—the name behind SmartFresh technology.

AgroFresh Inc. was founded in 1999. Being dedicated to making the freshest and best-tasting produce consistently available to consumers, the company has an active presence in many fruit- and vegetable-producing locations throughout the world. AgroFresh acquired the SmartFresh Quality System in the late 1990’s, went on to refine it and now works with research centers and institutions around the world to further its applications to benefit consumers.

AgroFresh is one of the global experts in ethylene management. Its patented SmartFresh technology helps maintain and deliver fruits and vegetables with just-harvested freshness and high quality by protecting the produce against the damaging effects of naturally occurring ethylene.

The SmartFresh Quality System is currently available for a range of fruits and vegetables including apples, bananas, plantains, kiwifruits and tomatoes.

CONTACT INFORMATION:

For more information about the SmartFresh Quality System, contact one of our representatives below or visit us at www.smartfresh.com.

Courtney Hillebert
AgroFresh Inc.
727 Norristown Road
P.O. Box 904
Spring House, Pennsylvania 19477-0904
Tel: 1-812-987-1999
e-mail: chillebert@agrofresh.com

Theresa Kelso
AgroFresh Inc.
727 Norristown Road
P.O. Box 904
Spring House, Pennsylvania 19477-0904
Tel: 1-215-266-3665
e-mail: tkelso@agrofresh.com