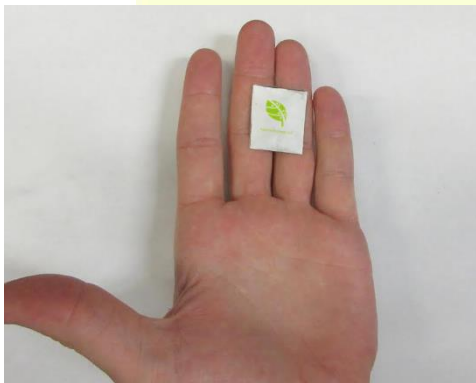


Hazel Tech® Brief: 1-MCP and Avocados

FruitBrite™: A 1-MCP Technology

FruitBrite™ is a USDA-funded 1-MCP technology that improves the shelf life and quality of avocados during storage. 1-MCP conditions the storage atmosphere of the avocados to reduce respiration rate and increase resistance to ethylene. The result is avocados that maintain firmness, color, and flavor for longer, increasing utilization and improving the customer experience.

FruitBrite™ can release 1-MCP for up to two weeks and works under a wide range of storage conditions (2 °C – 22 °C). 1-MCP is effective with most commercial avocado cultivars.

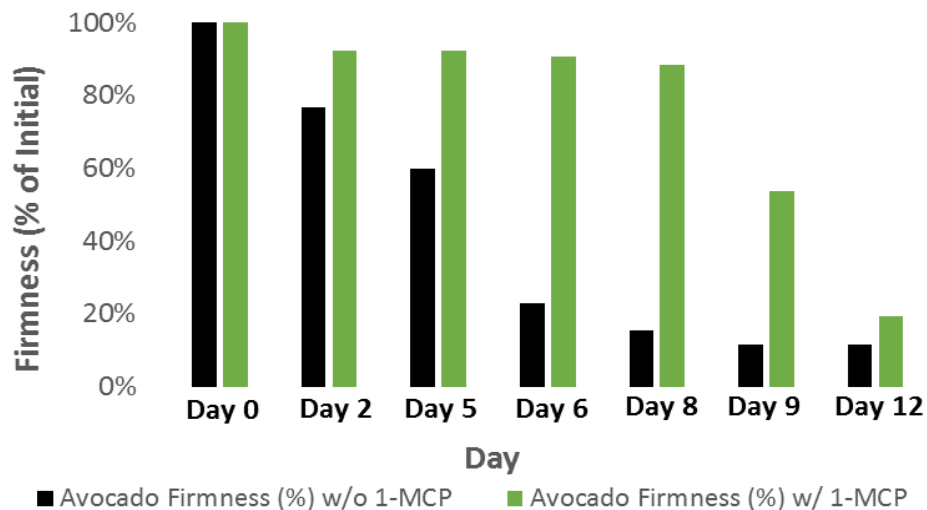


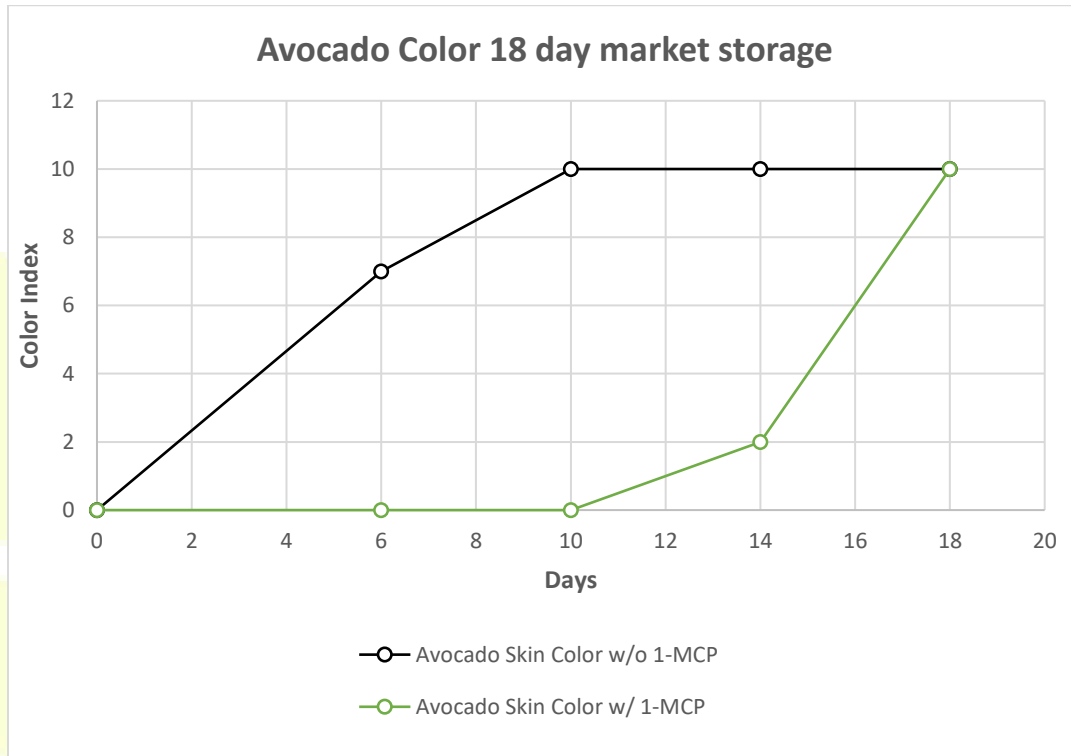
FruitBrite™ sachet for in-box treatment

1-MCP Benefits for Avocados

- Longer shelf life and higher post-storage quality
- Effective with fresh-cut and whole fruits
- Extends shelf life up to **2x**
- Improves post-storage firmness up to **2x**
- Maintain skin color up to **3x** longer
- Reduce blackening and discoloration by up to **85%**

Avocado Firmness: 12 Days Market Storage





Interested in testing FruitBrite™ for your supply chain? Contact orders@hazeltechnologies.com.

Works cited:

- Feng, X. *et al. Postharvest Biol Tec*, 2000, 20, pp. 143-150.
Hershkovitz, V., Saguy, S. I., and Pesis, E. *Postharvest Biol Tec*, 2005, 37, pp. 252-264.
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