



Strawberries – Shelf-Life Variability

Zest Fresh Report: How Fresh is Your Produce?

The remaining shelf-life of fresh produce can vary significantly when you receive it. A Zest Labs project with a major retailer documented this shelf-life variability which can lead to waste and dissatisfied customers. We evaluated over 100 samples of fresh strawberries being shipped from California to four stores. Some samples arrived with zero days of remaining shelf-life – they spoiled upon delivery. **Nearly 90 percent of the strawberries did not meet the retailer’s freshness requirements.**

Zest Labs can quickly and efficiently evaluate the received shelf-life of your produce. By managing shelf-life variability, we can help you reduce waste and improve margins and customer loyalty.

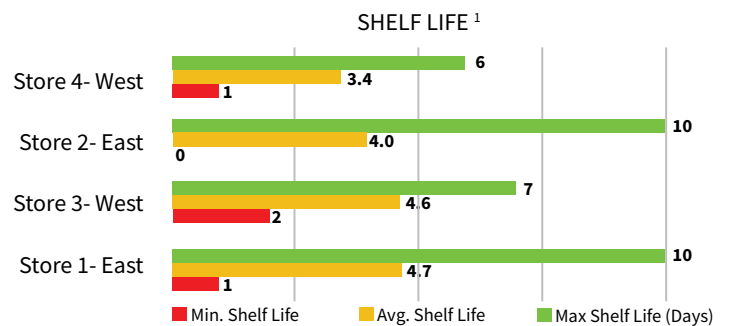
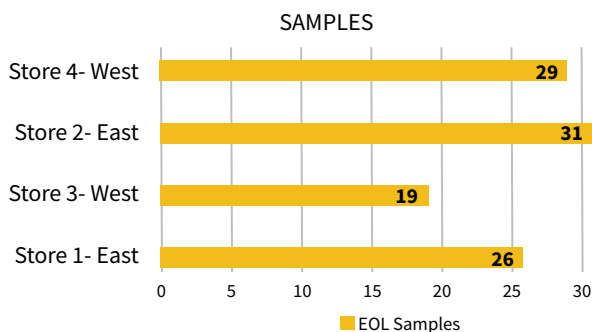
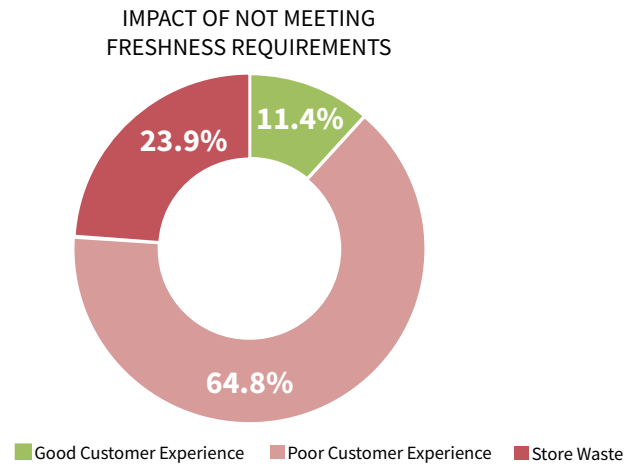
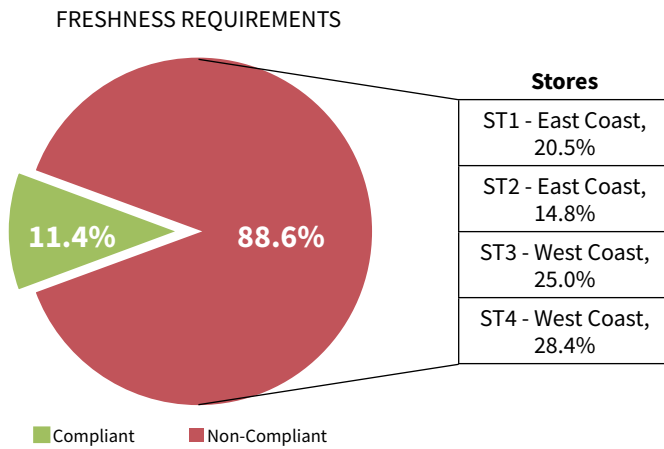
SAMPLES		
0	105	105
Active	EOL	Total

SHELF LIFE ¹ (Days)		
0	4.1	10
Active	EOL	Total

Based on severe defect count of 25 - 30%

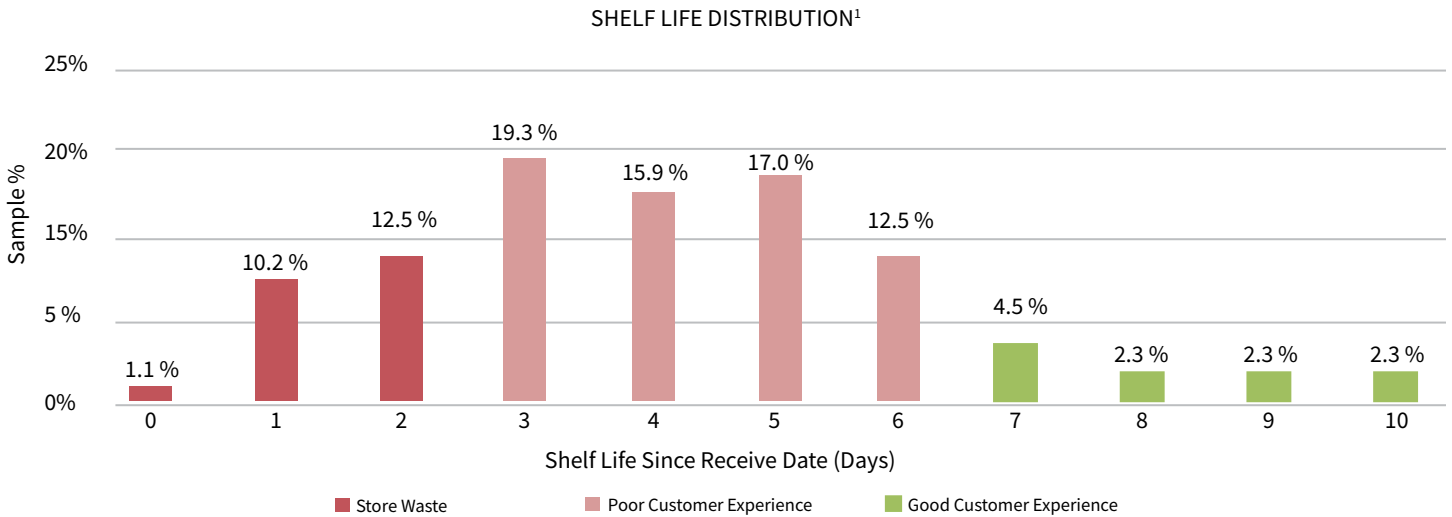
RETAIL FRESHNESS REQUIREMENTS (Days)			
1	2	4	7
DC - Store	Store Sell Thru	Consumer	Freshness Requirement

Freshness Requirements are defined upfront and do not change with data.



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What percentage of your fresh produce will provide your customers with a good customer experience? How many of your customers will change stores in search of fresher, higher quality produce?

Zest Labs can perform a 30 day study with one of your suppliers to document the shelf-life variability of your strawberries, romaine or grapes. We can also help you reduce your fresh produce waste by 50% or more by providing you and your suppliers with actionable insights that help you manage variability. The study requires no change for your infrastructure.

How Fresh is Your Produce?

Find out with a Zest Fresh trial for strawberries, romaine hearts or grapes. Contact Kevin Payne at kpayne@zestlabs.com or 408-200-6527 or visit www.zestlabs.com/ZestFreshKnows

