AgroFresh and Ceradis sign exclusive distribution agreement for CeraFruta

AgroFresh the global leader in post-harvest freshness solutions, and Ceradis Crop Protection B.V., a global developer of environmentally friendly crop protection products, today announced they have entered into an exclusive license and distribution agreement to bring CeraFruta®, a new organic bio-solution that fights fungal decay, to the post-harvest space.

The agreement between the two companies will launch in the U.S., leveraging AgroFresh's experience working with customers on innovative solutions that reduce food loss and promote sustainable agriculture.

"AgroFresh is committed to bringing to market a full range of novel, natural and biologic solutions that maximize produce freshness and help reduce food loss and waste," said Clint Lewis, Chief Executive Officer for AgroFresh. "We're excited to collaborate with the team at Ceradis on this innovative new organic solution, helping our customers continue to find the most sustainable ways to deliver fresh produce to global consumers."

With Organic Materials Review Institute (OMRI) listed status for organic use in the U.S., CeraFruta is a highly innovative solution for broad-spectrum control of post-harvest fruit decays including blue mold, gray mold, green mold, brown rot and anthracnose. CeraFruta also controls mucor and sour rots, post-harvest diseases that currently cannot be adequately controlled by industry-standard synthetic fungicides.

“We are thrilled to be working with AgroFresh and the trust they’ve built among U.S. channel partners and growers in bringing to market innovative products that are efficient and sustainable,” says Jan Stechmann, Ceradis Vice President, Marketing and Sales. “As an organic best-in-class solution for post-harvest decay, CeraFruta fulfills an important role in the food chain. Our strategic relationship with AgroFresh will immediately expand the product’s U.S. footprint while also helping growers meet the increasing consumer demand for fresh produce.”

The active ingredient in CeraFruta is natamycin, a naturally occurring molecule derived from soil bacteria. Natamycin protects crops from decay by binding and inhibiting the function of fungi-specific cell membranes. This unique mode of action shows a high efficacy level against key post-harvest diseases on a range of crops, including pome fruits, stone fruits and citrus. Natamycin has been used in other sectors of the food industry for over 40 years, including as a food preservative in meats, cheeses and baked goods, without resistance occurring. CeraFruta is approved and registered by the EPA.

Under the new agreement, AgroFresh will be the exclusive market channel for CeraFruta in the post-harvest market in the US.