



fruit attraction  
**InnovationHub**  
Awards2020

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**InnovationHub**  
Awards2020

The Fruit Attraction Innovation Hub Awards are the awards that seek to recognize and value the **R & D & I effort of the sector as a whole, and of each company in particular.**

**Applicability, Innovation, Environmental Sustainability and Value Proposal of the social situation** will be the evaluation criteria of the jury, coordinated by FEPEX. The ten finalist products and services in each category have been selected from a total of **160 products**, which have participated in the Innovation Hub space to show the international fruit and vegetable industry as a whole innovation as one of the pillars of a modern, adapted industry to new consumer profiles.

**On October 26 and 27 at 3:00 p.m.,** all the finalists will defend their candidacy before the jury in an event broadcast live from the FRUIT ATTRACTION LIVEConnect platform, with a 3-minute pitch.

**MEET THE FINALISTS ...**

## CleanLeaf®



### RIJK ZWAAN IBERICA S.A

CleanLeaf® is a new generation of aubergine varieties with hardly any hairs, which encourage cultivation with auxiliary insects, avoiding chemical residues, improving working conditions (allergies) and without changing the consumer's format. To know what CleanLeaf® is, you can go to this youtube link: <https://www.youtube.com/watch?v=uQ>

Video: [https://www.youtube.com/watch?v=myloYwgdg\\_g](https://www.youtube.com/watch?v=myloYwgdg_g)

Brochure: <https://rijkszwaan.sharefile.eu/d-sf186d56321341cdb>

Year of product's market launch: 2020

# CleanLeaf



**Kesia RZ**  
La primera berenjena CleanLeaf 



## GALIA Orange Flesh (M-10699)



### INTERSEMILLAS

A novelty on the GALIA market with ORANGE meat. Round, slightly flattened fruit of 1.5 kg of medium weight and intense orange flesh. It presents a medium seed both in abundance and intensity. It stands out for its high brix of 14.5° and its uniformity in production. It develops a very vigorous, dark plant that is highly resistant to powdery mildew.

Product's brochure:

[http://www.intersemillas.es/catalogo\\_detalle\\_especie.php?tipo=1&id=40#anchor597](http://www.intersemillas.es/catalogo_detalle_especie.php?tipo=1&id=40#anchor597)

Year of product's market launch: 2019



## MINIMEL

HM●CLAUSE

### HM.CLAUSE IBÉRICA

MINIMEL is a brand of mini Piel de Sapo melon from HM.CLAUSE IBÉRICA, it is characterized by maintaining the flavor of the whole life of a Piel de Sapo melon, in mini format.

Product's brochure:

<https://cdnapi.swapcard.com/public/files/d87091c40eab43069bc6775fbd-c29775.pdf>

Year of product's market launch: 2020



## Frozen Bimi®



### Bimi® Broccoli

Frozen Bimi® broccoli is hand-picked at its freshest, then frozen at the source of harvest to lock in all the fabulous flavour and essential nutrients that make this hero veg such a hit. This is the ultimate convenience food. Every stem is individually frozen— just grab what you need and pop the rest back in the freezer

Year of product's market launch: 2019



## REDI



### BEJO IBÉRICA, SLU

A vegetable with unique characteristics that will add colour and originality to any meal, a unique, extremely healthy taste and striking appearance; typical of Redi. Thanks to the high levels of glucosinolate compounds produced naturally, Redi is extremely healthy. Redi has purple sprouts, comprising tender stalks topped with a small bloom. Its colour provides more antioxidant compounds than normal broccoli, which consolidates and boosts its power as a functional food.

Video of the product: <https://www.youtube.com/watch?v=DaGNwk6rJK0>

Product's brochure: <https://en.redi.com.es/>

Year of product's market launch: 2020



## ORGANIC ALOE VERA LEAVES



### LA VENDITA

To be able to make your own food or cosmetic products, we have fresh leaf available all year round. We harvest according to order to keep the plant properties intact.

Product's brochure:

<https://lavendita.es/producto/10-hojas-premium-de-aloe-vera-ecologico/>

Year of product's market launch: 2020



**la  
vendita**  
100% ECO-FRIENDLY ALOE VERA

## RED KIWIFRUIT



### JINGOLD SPA

Winner of the innovation Fruit Logistica Award, Jingold Oriental Rede kiwi fruit is going to be soon available on the market.

Come and taste it!

Year of product's market launch: 2019



## EDAMAME FRESCO



### GRUPAC & NATURAL DE MONTAÑA S.L.

Fresh soybean pods. Produced in Valencia. It is the trendy snack because it is a one hundred percent natural snack, the perfect substitute for snacks loaded with salt and additives. In addition, it does not contain sugar either. And it is for all audiences because it does not contain gluten.

Year of product's market launch: 2020



# GENUINE COCONUT CHUNKS



## GENUINE COCONUT

Organic Coconut Chunks from Indian coconuts, completely natural & peeled, ready to eat with 60 days shelf life. The New Healthy Snack!



## BIO CRICKET BROCOLI AND CAULIFLOWER CREAMS



### CAMPO DE LORCA (CRICKET)

A new range of organic broccoli and cauliflower creams under the Cricket Bio brand.



## SMART HYDROPONIC GROW SYSTEM

*projar*

### PROJAR



The technical team of Projar initiated last June a study about the irrigation and fertigation management in a tomato production located in Murcia (Spain). The objective is to demonstrate that through a monitoring of parameters that affect the crop the plant's root development can be potentiated when coir fiber slabs are incorporated into the soil. This technique is a newfangled production model known as Soil Improver System which combines both the benefits of soil growing and hydroponic production. Thanks to the data collected by a climate station and temperature and humidity probes installed into the soil and the coir substrate, we have measure the parameters that influence the crop to adjust the irrigation and fertigation dotations. The firsts results of our study confirm a production increasing up to 40% approximately in comparison with the previous harvest. Even though the initial investment in this technique is higher than a soil growing system, in the first year the productivity revenues are significant, even in the second year of production reaching a productivity increasing up to 30%.

Video of the product: <https://www.youtube.com/watch?v=AKZzqiPd6OQ>

Product's brochure: <https://bit.ly/3jmSNYj>

Year of product's market launch: 2019

## BARQUETAS UNIQ



### UNIQ Envases sostenibles cartón

We present one of their latest collective solutions from Grupo Uniq: cardboard trays, as a sustainable, efficient and reliable packaging alternative. UNIQ, in its search for new formulas to ensure that fruits and vegetables reach the consumer in optimum condition, launches a family of containers with which the quality seal continues to add added value to the fresh produce chain, reaching the shelves such as sales unit. In the words of those responsible for the brand "UNIQ offers the market the standardization of a new packaging format, sustainable 100% cardboard trays, a recyclable, renewable and biodegradable material". It is a solution that provides important advantages for the agricultural producer, the marketer, the distributor and the consumer. Designed for current packaging lines, it is printable and therefore a marketing tool that acts as a sales booster, is safe and hygienic, allows natural anti-humidity treatments and is presented as the best alternative to plastic due to its unbeatable commitment to the Economy. Circular. The cardboard sector responds collectively to the current social sensitivity, offering quality and confidence in this new project of trays, which will continue to present increasingly complete advances adapted to the needs of each product. Choose the tray you need by clicking on: <https://www.grupouniq.com/barquetas-uniq>



## CAJA AISLANTE CON CIERRE CLIC MATERIAL BIO



### STOROPACK

The SEAclic Bio protective packaging from Ecovio<sup>®</sup>, developed and manufactured in collaboration with BASF, is a packaging intended for the transport of fresh food. SEAclic Bio, made with Ecovio<sup>®</sup>, is especially suitable for fish or vegetables, fresh products that need special protection due to the high demands in transport. Food is a very delicate product and requires hygienic and well-insulated packaging. SEAclic Bio made with Ecovio<sup>®</sup> is a certified, biological industrial compostable plastic, based on renewable raw materials and contributes positively to the environment. Another advantage: Thanks to its special structure, the box can be closed safely without additional materials such as adhesives and strapping. With the updated design, the focus is primarily on the domains of ease of use and sustainability, which helped convince the Oscar de l'Emballage Packaging Award jury.

Year of product's market launch: 2020



## VERTICAL FARMING MODULES



### NOVAGRIC

**Module structure** The structure is designed and manufactured by Novagric with its own resources in white lacquered galvanized steel and combined with a sandwich panel enclosure. The disposition tries to take advantage of the maximum available space and to obtain an environment that allows the watertightness and the good air exchange in a controlled way. **Air conditioning** Indoor plants have very precise climatic requirements. The modules can be equipped with cooling and/or heating, relative humidity control, renewals and homogenization of the air relative to the environment to filter and maintain the ideal temperature and humidity for the crops. **A system that can be configured in a manual, semi-automatic or automatic way to make a continuous monitoring of the culture variables and to program the answers.** **Solar panels** The module has solar panels that serve as shading to protect the space from direct solar radiation, while reducing energy consumption. **LED Lighting** The LED lights used in our modules are fully configurable in spectrum and intensity to provide the ideal amount of light for plant growth, with reduced consumption compared to sodium. **Watering** We use irrigation without substrate in independent modules with different levels and NFT channels that take full advantage of the number of plants in each level and linear extension. The system (manual, semi or automatic) consists of a tank, pump, filter and recirculating network.

**Product's brochure:** <https://www.novagric.com/en/technology/vertical-farming>

**Year of product's market launch:** 2019



## GLOBALSCAN 7



### MAF RODA S.L

Improving blemish grading to unexplored level in the industry GLOBALSCAN® 7 (G7) is an electronic sorting system using HD cameras which allow to analyze and grade all types of fruits such as citrus, apples, avocados, stone fruit or mangoes according to their external quality, color and morphology. The G7 benefits from a proven design guaranteeing lighting uniformity of the fruits and vegetables analyzed. From now on, the G7 is a multi-spectral system : its optical grading principle is enhanced with addition of information provided by visible spectrum and from those extracted from wavelengths in the infra-red. And thanks to a dimensional analysis, the G7 will also determine the diameter, length and shape of the product. VIOTEC 7, for optimal sorting of your citrus fruits With the VIOTEC 7 option, the G7 can benefit from a finer detection of external surface defects of citrus fruit (small wounds and surface damage), but also areas of rot, and specific defects for lemons, limes and grapefruits as spots on the epidermis due to Oleoscellosis.

Year of product's market launch: 2019

## DCA-CF - Dynamic Controlled Atmosphere by using Fluorescence HarvestWatch Sensors



### ISOLCELL SPA.

In 2003, Isolcell, always at the forefront in storage technologies introduced a revolution in fruit preservation systems: dynamically controlled atmosphere using HarvestWatch (r) fluorescence sensors. This technology is the only one on the market that attains the lowest possible oxygen level and therefore achieves a much higher storage quality, without incurring the risk of the product fermenting. It is a technology, which by using special sensors, makes it possible to dynamically control the atmosphere, adapting it to the physiological condition of the fruit and to its biological activity over time. This method is based on measuring the chlorophyll fluorescence signal contained in the peel of the fruit, using special sensors that monitor a product sample in storage. Below a specific oxygen level, the fluorescence signal of the fruit clearly increases, showing that it has reached the LOL (Lower Oxygen Limit). This important information helps maintain the oxygen level inside the storage cells as low as possible to preserve the organoleptic properties of the fruit as they were when freshly picked and to avoid post-harvest anti-scald chemical treatments without the risk of the product fermenting. **ADVANTAGES OF THE DCA-CF SYSTEM** - Scald control without the post-harvest use of chemicals - Reduction of rots - Greater consistency - Unparalleled freshness - Extended storage at the end of the storage cycle by reducing the respiration rate - Better organoleptic properties - Preservation of original color - Possibility of raising storage temperature.



Year of product's market launch: 2019

## TECNOLOGÍA SMART SYSTEM



**BRANDT**

**BRANDT**



As tank mixes become more difficult, the need for “smarter” and more compatible technologies is increasing. BRANDT® SMART SYSTEM foliar micronutrients were designed to be compatible with post-emergent herbicides and a wide range of tank mix combinations, to give farmers maximum application flexibility. SMART SYSTEM provides nutrients efficiently and effectively, helping growers improve quality. SMART SYSTEM foliar micronutrients were designed for rapid absorption and translocation, allowing nutrients to begin to be used immediately. SMART SYSTEM products also have natural moisturizers that allow them to improve foliar contact and adhesion, setting as a rewettable gel and thus remaining available for longer. SMART SYSTEM sprayed crops are stronger, healthier and more vigorous and BRANDT® has conducted extensive field trials demonstrating the performance benefits of BRANDT® SMART SYSTEM. BRANDT® Smart System Benefits: • Proven to improve quality and yield • Compatible with most post-emergent herbicides • Provides high demand nutrients quickly and efficiently to the crop • Helps to mitigate plant stress.

Video of the product: <https://www.youtube.com/watch?v=NXQPPkSeo7A>

Product's brochure: <https://bit.ly/30AAoQu>

Year of product's market launch: 2019

## FlashLink RTL Prime 3G-2T In-Transit Logger



### DELTATRAK

FlashLink® RTL Prime 3G-2T In-Transit Logger (Model 22367) is designed for ocean containers. This real-time data logger has an internal sensor to measure air temperature in the back of the container and an external probe with a 50ft/15m cable to measure supply air temperature.

Video of the product: <https://player.vimeo.com/video/462763660>

Product's brochure: <https://player.vimeo.com/video/462763660>

Year of product's market launch: 2020



## SUPRACONTROL - GESTION DEL RIEGO, FERTIRRIGACION Y CLIMA



### HERMISAN

SPECIFICATIONS - Great flexibility of operation and configuration, with a powerful and visual graphic interface where the “real” irrigation head of each project is shown. - Joint and integral management of irrigation, fertigation and climate. - Without limits of activations, analog or digital inputs or outputs and with modular versions, 32, 64, 96, 128, etc ... - There is no limit on temporary storage or events. - Remote control from any Smartphone, PC or Mac device. IRRIGATION AND FERTIRIGATION CONTROL - Automatic operation of all irrigation elements: such as pumps, irrigation meters, filter cleaning, field valves, agitators, soil humidity / temperature probes , environmental, volumes of irrigation ponds, levels of fertilizer tanks, real-time data on consumption and frequency of irrigation motors, etc ... - Simultaneous management of several irrigation and fertigation networks. - Subscriber control by EC control, pH control, Increase in EC Input, Subscriber proportional to Irrigation volume, MOHT (Martínez Open Hydroponic Technology) etc ... - Powerful tool for the management of complete statistics not only of irrigation, but rather the application of fertilizers with consumption per tree / plant of the active elements of the applied fertilizers. CLIMATE CONTROL Climate control programming strategy: - The user defines the climatic objectives and the control systems achieve them by acting on the greenhouse elements, simultaneously, if desired, with the control of irrigation and fertigation. - The System anticipates future events based on the information recorded, allowing the efficient achievement of the objectives achieved. - The transition between the different control periods avoids hasty and uncontrolled action on the physical elements of the greenhouse, increasing its operating life and reducing the energy cost.



Product's brochure: [https://www.hermisan.com/hermisan/HERMISAN\\_CATALOGO\\_SUPRA\\_ES.pdf](https://www.hermisan.com/hermisan/HERMISAN_CATALOGO_SUPRA_ES.pdf)

Year of product's market launch: 2020

### CERTIFICACIÓN HUELLA HÍDRICA (H3)



**AGROCOLOR, S.L**



The main objective of the project "H3 Precision agriculture as a competitive advantage of the Andalusian fruit and vegetable sector" is to provide the fruit and vegetable sector with tools and usable, efficient, simple and economical means, designed directly for the first agent in the value chain, with the That it is possible to autonomously acquire immediate information on the crop and thus be able to influence decision-making related to irrigation, preventing arbitrary management of the same, resulting in a water saving of at least 25%. Likewise, these technological means will be able to record the hydraulic impact of a crop and therefore will allow the calculation of the Water Footprint, thus being able to develop a protocol of "calculation methodology" that will support the achievement of sustainable agriculture. . AGROCOLOR is the only entity authorized for the H3 Water Footprint Certification, with the possibility of being certified as an individual producer or in a group of producers. <https://www.h3huellahidrica.es/>

Product's brochure: <https://www.h3huellahidrica.es/>

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