

CUSTOMER SUCCESS STORY



At BASF, we don't grow the DFI Gold Rush cantaloupes. We help keep them fresher, longer.

Customer: Dresick Farms Inc., Huron, Calif.

End-Use: DFI Gold Rush Cantaloupes

Product: FreshSeal® Postharvest Coating

PROBLEM: Cantaloupe growers in California have a three-month window in which to harvest, pack and ship their fruit to market. During the harvest season, a significant portion of the crop can be lost as a result of dehydration or poor ripening. Dresick Farms, which places a high value on quality, needed a way to harvest and ship its DFI Gold Rush-brand cantaloupes at the height of their ripeness, and maintain their freshness once they got to market.

SOLUTION: Working with BASF, Dresick Farms applied FreshSeal coatings to its entire DFI Gold Rush cantaloupe crop to deliver more, higher-quality produce to market, and ultimately to consumers. Mike Dresick of Dresick Farms said that the ability of FreshSeal coatings to lock in moisture and freshness enables his company to pick cantaloupes when they are at the peak of ripeness, and retain that high level of quality all the way to the consumer.

"These cantaloupes will maintain a healthy rind, and be protected against dehydration and discoloration, resulting in more, higher quality fruit on supermarket shelves," Dresick added.

BENEFITS:

- FreshSeal coatings help DFI Gold Rush cantaloupes maintain their firmness, flavor and aroma up to seven extra days, which is good news for health-conscious consumers who can benefit from a fruit that is low in calories yet high in nutritional value.
- FreshSeal coatings are authorized under the U.S. Food and Drug Administration regulations, and are safe for consumers.

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