

STIXFRESH HAS A SIMPLE SOLUTION TO FOOD WASTE

By Livvy Houghton and Alex Hawkins

02 : 05 : 2019 Food : Sustainability : Technology



Kirkland, WA – The food-tech start-up has developed a sticker that can help keep fruits fresh for up to two weeks longer.

The sticker contains an all-natural compound that creates a protective layer around the fruit, extending its shelf life. Recently awarded Best Packaging Technology at the 2019 World Food Innovation Awards, the StixFresh sticker provides a non-invasive solution that mimics the compounds plants naturally secrete to protect themselves from harmful environmental conditions.

'Further independent studies have also shown that fruits treated with the StixFresh sticker show increased sweetness, higher retention of moisture, and sustained cellular structure resulting in increased firmness,' says Moody Soliman, StixFresh co-founder and CEO.

The biotechnology currently works with apples, pears, avocados, mangoes, oranges and other citrus fruits, but the company is working to develop stickers for additional fruits and vegetables. For more on how innovations in packaging and storage are helping consumers to reduce food waste, read our [**Smart Food Storage**](#) microtrend.