



KNOXTM

Delayed pinking
in fresh cut lettuce



Delayed pinking in fresh cut lettuce



KNOX Inside

Following successful testing in collaboration with growers and fresh cut companies, around 10 varieties already have Knox™ inside. The range of Knox-based varieties will continue to be expanded in the coming years.



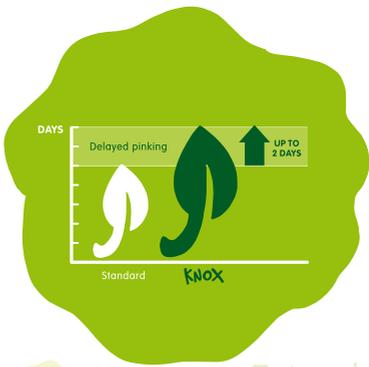
KNOX The trait

Knox is the result of 10 years of research and development work by Rijk Zwaan. Its unique effect was subsequently confirmed in various in-house laboratory tests and large-scale production trials.



KNOX Extended shelf life

Due to the delayed pinking, Knox can extend shelf life by approximately two days. Contributing to better inventory management for retailers and reducing their waste.



Extended shelf life 



Happy consumers

KNOX Happy consumers

Pre-packaged salads will stay fresher for longer, resulting in happy consumers. It is expected that Knox will lead to a higher purchasing frequency and therefore to increased consumption of bagged salads.

