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# Defending Truth: A Message From Our Leaders





Apeel Sciences was founded on the promise of developing safe, sustainable solutions that extend the shelf life of fresh produce, making it more accessible to consumers and reducing food waste around the world. It has been our mission since day one to eradicate food insecurity for the people who are most vulnerable, and to do so in a way that sustains our health and the health of our environment for generations to come. More than ever, we are doubling down on this commitment to our global society.

Currently, there is a concerted assault on truth, integrity, and the transformative power of innovation in food and agriculture. Our collective ability to strengthen local, national, and global food supply chains hangs in the balance.

Apeel is fighting a malicious disinformation campaign that has targeted us since early 2023. Coordinated online groups are intentionally circulating false and distorted statements about our company and the safety of our

company and the safety of our products.

The aim of these well-funded actors and conflict profiteers is to damage our reputation and jeopardize our shared mission by inciting fear and suspicion. Rest assured, we will exhaust every legal remedy available to defend the truth, our reputation, our mission, and our people from such baseless and vicious attacks.

Apeel's products remain, as always, completely safe and are validated through stringent scientific research, thorough national and international regulatory evaluation, and comprehensive compliance. We stand behind the quality and the safety of every Apeel product in the market.

The integrity of our industry impacts more than just Apeel; it affects the entire community of consumers who rely on all of us within the community for safe, sustainable food sources. Consumers want healthy, fresh, high-quality, trustworthy, accessible, and affordable produce. To provide this, we have a responsibility to defend the scientific truths and innovations that underpin our operations and address unfounded conspiratorial scare tactics.

This campaign against Apeel is effectively a campaign in support of food deserts and worsening food insecurity. Without the post-harvest

industry and products like Apeel's, millions of people around the world will lack access to healthy whole foods to feed their families. Period.

Together, we can highlight the critical role of science and innovation to advance our shared mission to improve access to quality produce and combat food insecurity while also being responsible stewards of our precious natural resources.

In solidarity,

Luiz, James, Lou, and Jenny

Who are you? 

We're here to help

**Interested  
in  
connecting  
with us**

**at  
Apeel?  
Contact  
us.**





**Apeel Helped Prevent More Than 60 Million Pieces of Fruit From Going to Waste in 2023**

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**Apeel Launches 'The Apeel Leverage' Initiative to Showcase Supply Chain Enhancements**

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