

Invaio Sciences Joins Forces with The Coca-Cola Company to Save the Orange

CAMBRIDGE, Mass., September 5th, 2025 – Invaio Sciences is proud to announce our participation in The Coca-Cola Company's "Save the Orange" initiative, alongside MIT Generative AI Impact Consortium and Fundecitrus. This collaborative effort aims to address the devastating citrus greening disease (HLB) threatening citrus groves and the livelihood of growers worldwide.

Citrus greening is the most destructive threat to orange production in regions like Florida and Brazil, where it has severely impacted tree vitality, fruit quality, and grower livelihoods. Infected trees suffer from stunted growth, yellowing leaves, and premature fruit drop, producing bitter, misshapen fruit and eventually dying. Since HLB was first detected in Florida in 2005, the state's orange production has collapsed—from over 244 million boxes in 2003–04 to just 12.15 million boxes in the 2024–25 season, marking the lowest output in more than a century.

A Mission Rooted in Innovation and Impact

At Invaio, our mission is clear: to solve agriculture's toughest challenges through science, technology, and collaboration. We bring to the Save the Orange initiative a powerful suite of innovations, including our commercially available **Trecise™ technology**—a breakthrough precision delivery system that improves yield by an average of 30% and restores tree health. Trecise™ delivers active ingredients directly into the vasculature of the tree, precisely where the citrus greening bacteria reside, ensuring targeted and effective treatment. This closed precision delivery system dramatically reduces pesticide use—by up to 90%—while eliminating environmental exposure, making it a safer and more sustainable solution for growers and ecosystems alike.

Since its launch in Florida in 2023, Trecise™ has been helping growers fight back against citrus greening with targeted, effective treatment.

Expanding Global Reach

Our commitment to citrus growers is unwavering. Invaio is actively working to expand access to Trecise™ in other citrus-growing regions severely impacted by HLB, including Brazil, Mexico, and beyond. We are additionally investing heavily in a **pipeline of biological solutions**, designed to offer even more sustainable and effective tools for tree health and disease prevention.

Harnessing the Power of Generative AI

As part of the Save the Orange initiative, Invaio is also leveraging its expertise from its proprietary **Generative AI engine** to accelerate the discovery of novel biological treatments. This cutting-edge platform enables rapid identification and development of new active ingredients, combining AI-driven insights with our deep scientific expertise to uncover solutions that can protect citrus crops on a global scale.

"We are honored to be a part of this transformative initiative," said **Amy O'Shea, CEO** of Invaio Sciences. "Citrus greening is devastating growers in Florida, Brazil, Mexico, and beyond. We are committed to working alongside our partners and growers to tackle this problem."

Collaboration for a Healthier Future

Invaio's participation in the Save the Orange initiative reflects our deep commitment to collaborative, science-driven solutions for global agricultural challenges. Alongside our breakthrough Trecise™ technology and proprietary Generative AI platform, we are also leveraging advanced screening capabilities, robust product development infrastructure, and specialized expertise in citrus greening to accelerate impact.

"We believe in the power of collaboration and science to solve global agricultural challenges," said **Magalie Guilhabert, Chief Science Officer** of Invaio Sciences. "This initiative will show what's possible when industry, academia, and growers unite." Together, we are proud to contribute to a healthier future for citrus growers and the communities they serve—one tree at a time.

For More Information

For the full story published by The Coca-Cola Company, click [here](#). For more on citrus greening and its impact on growers and consumers, watch Amy O'Shea's [interview with CNBC](#).

For more information about our work on citrus, visit www.invaiocitros.com.br (in Brazilian Portuguese) or www.invaiocitrus.com (in English). Alternatively, you can reach us at citrus@invaio.com.

Media Contact:

media@invaio.com

About Invaio Sciences

Invaio Sciences, a Flagship Pioneering company, is a bioplatfrom company accelerating the leap to nature-positive agriculture. The company builds on advances in human health and digital innovation to develop biological technologies for crop health, enabling farmers to both improve yields and use more natural crop protection solutions. Invaio is addressing consumer demands and unlocking radical benefits for farmers and the environment, leaving every acre better today and for generations to come. For more information, please visit www.invaio.com or follow Invaio on [X \(Twitter\)](#) or [LinkedIn](#).