



# FruitSmart®

## The Smart Choice...Naturally

Fruit Ingredient Supplier and Processor

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### Featured Inventory:

- Strawberry Essence
- Cultivated Blueberry  
Essence
- Red Raspberry Essence
- Concord Grape Essence
- 32° Apricot Puree
- 32° Dark Sweet Cherry  
Puree
- 68° Organic Dark Sweet  
Cherry Juice Concentrate
- 68° Organic Rainier Cherry  
Juice Concentrate

*Please call for a quote.*

## Our Website is Now Online

We are pleased to announce that we have completed our website construction and would like to invite you to browse through it at [www.fruitsmart.com](http://www.fruitsmart.com).

Our main goals for the FruitSmart® website are to continually offer clear, concise, easy to locate technical information and resources to our customers and readers - as well to give people a better understanding of our company and what we have to offer.

As always, we welcome and appreciate any feedback or suggestions as to how we can make our site more beneficial for those who use it.



*“What is now proved was once only imagined.*

*- William Blake*

## Company Focus: Sovereign Flavors, Inc.

Sovereign Flavors, Inc. is a relatively new company compared to industry standards; however, Sovereign has over 50 years of sales, marketing, and beverage technical experience and expertise behind us. It is these strengths that have propelled Sovereign into one of the fastest growing flavor companies. By definition, the word “sovereign” as an adjective means, “self governing, independent”. This quality embodies Sovereign Flavors. If you are looking for that sustaining development resource, Sovereign’s unique innovative solutions can be your answer.

At Sovereign Flavors, not only do we believe that the “customer is king” - we have built our business around this undeniable truth! We have found that our customers want a few simple things: a quick turnaround on samples, orders shipped within 3-5 days with no minimums, and personal collaboration on projects. Sovereign Flavors is completely responsive to our customer needs. Our speed of response to those urgent sample requests along with complete flexibility to those unique projects is unparalleled in today’s industry.

Our motto, “Conceptualization to Realization” encompasses our full circle approach. Through our unique approach and innovation, we tackle projects that other companies won’t and constantly find new ways to do so. This approach starts with bringing our customer ideas or concepts to life through the

product and process development. This phase will then move to pilot plant and stability testing, and finally onto production and ongoing quality assurance. We are there from start to finish - and then some.

Sovereign also understands that our customers may need a specially formulated flavor delivered in packaging consistent with their facility’s needs. With this understanding, our custom orders do not necessarily mean that the initial order must be a truckload minimum. Our promise to our customers is that we will be there no matter the size or difficulty of the job. We will be there working with you and for you.

Our philosophy and work ethic has put Sovereign Flavors at the forefront of flavor companies. Our customer base has now expanded beyond our domestic efforts into becoming a multi-national flavor company. We have representatives available to meet with you to discuss how Sovereign can customize a turn key flavor system for your specific needs or we can discuss over the telephone.

Are you looking for quality, innovation, service, and value in your flavor supplier? Please call David Ames at 949-632-5625 or e-mail him at [dames@sovereignflavors.com](mailto:dames@sovereignflavors.com).

**-Written by David Ames,  
President - Sovereign Flavors**

*Please Note: FruitSmart®'s "Company Profile" newsletter segment is not intended to act as an endorsement made by FruitSmart®, LLC for the featured company or their products. Rather, FruitSmart® solely views this segment as a unique platform upon which we are able to share industry resources which have been of value to us or our industry colleagues.*



**EVENT CALENDAR:**

**IFT Food Expo®**

July 16 - 20, 2005  
 Morial Convention Center  
 New Orleans, Louisiana  
<http://www.ift.org>

**Please contact us to arrange for a meeting during any of the above events!**

**Crop News: California Strawberry Report**

The following article appears in the February 2005 Frozun Fruits and Vegetables Newsletter and is entitled "Crop and Market Update":

"The recent heavy rains throughout California presented challenges to growers. These challenges only affected the fresh market side of the industry with a loss of some of this early fruit due to rain damage and difficulty in getting into the fields to harvest. These are short-term challenges and, as of this writing, we are back in full harvest mode; longer term effects of the rain appear to be minimal. Some isolated flooding issues with small

acreage, but most acreage survived the rains. The rainfall is positive for the plantings, as this rainfall helps as a nutrient and also to drive the salts in the soil down below the strawberry plants' root structures. The plants continue to look strong and we expect the crop to be as early as it was last year, particularly with the increased Ventana acreage. Overall fruit quality in this early stage of the season is high, considering shape, size, flavor, and brix. We expect the quality level to continue in this favorable state as we move toward the processing season, barring any weather or climatic events."

*"Climate is what we expect, weather is what we get."*

*-Mark Twain*

**2005 Acreage Trends for California Strawberries**

The following report is by the California Strawberry Commission's "Strawberry Review: 2005 Acreage Survey Results":

**Acreage Trends**

The California Strawberry Commission's acreage survey for the 2005 season reports a total of 32,636 acres. The reported increase over 2004 acreage is 998 acres or an additional 3.2%. The trend of acreage "moving north" from the southern districts to Oxnard and Santa Maria continues. Fewer acres were planted in Orange County/San Diego and

San Joaquin compared to the previous year. Acreage in Orange County/San Diego decreased by 442 acres; San Joaquin decreased by 240 acres. Oxnard and Santa Maria reported the largest increases in acreage planted with 985 and 646 acres respectively. Watsonville/Salinas acreage remained similar to 2004, increasing by 49 acres. The Watsonville/Salinas district continues to be the largest producing area with 12,250 acres with Oxnard closing in as the top producing district with 11,333 acres.



By District	2001	2002	2003	2004	2005	Change	% Change
Orange Co./San Diego	2,446	2,538	2,883	2,899	2,457	(442)	-15.2%
%State	9.7%	9.5%	10.2%	9.2%	7.5%		-17.8%
Oxnard	7,777	8,582	8,794	10,349	11,333	985	9.5%
%State	30.9%	32.0%	31.1%	32.7%	34.7%		6.2%
Santa Maria	3,817	4,100	4,438	5,647	6,293	646	11.4%
%State	15.2%	15.3%	15.7%	17.8%	19.3%		8.0%
Watsonville	10,759	11,300	11,687	12,201	12,250	49	0.4%
%State	42.8%	42.1%	41.4%	38.6%	37.5%		-2.7%
San Joaquin	344	309	429	544	304	(240)	-44.1%
%State	1.4%	1.2%	1.5%	1.7%	0.9%		-45.8%
<b>State Total</b>	<b>25,143</b>	<b>26,829</b>	<b>28,230</b>	<b>31,639</b>	<b>32,636</b>	<b>998</b>	<b>3.2%</b>

FruitSmart® would like to thank the many people who met with us at the 2005 Western Frozen Food Convention - making our trip very enjoyable and worthwhile. We look forward to seeing you all again!