



FruitSmart®

The Smart Choice...Naturally

Fruit Ingredient Supplier and Processor

Monthly Newsletter

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FruitSmart®, LLC

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Proud users of

Parity Food Enterprise™
software and services:

Parity Corporation is the Leader in
Information Systems & Services for the Small
to Mid-Sized Food Manufacturing Enterprise
www.paritycorp.com

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.

Product Focus: Fruit Puree Concentrate WONFs

Fruit puree concentrates “with other natural flavors” (WONFs) offer avenues upon which you can increase your company’s profits during times when a desired fruit puree concentrate is priced high - and even when they are not.

FruitSmart®, LLC has been developing a variety of fruit puree WONFs. These products are ideal replacements for your 100% fruit puree concentrates in institutional and food service applications. Be-

cause we know that every company has unique requirements, we encourage you to call us today to discuss how our development team can assist you with increasing profits for your company.



FruitSmart® is your source for high quality fruit essences.

Company Focus: Parity Corporation

As you may have noticed from our statement on the left column of our monthly newsletter, FruitSmart®, LLC is a proud user of Parity Enterprise™ software and services.

Parity Corporation has been providing business enterprise solutions to the food industry for almost 20 years. Our management group has worked with Parity's software since 1993 and would like to

introduce Parity as a possible source for your business enterprise system and food industry software consulting needs. We have included some information in this newsletter highlighting how Parity can provide solutions for you.

For further information, please contact Parity Corporation at (425) 487-0997 or visit www.paritycorp.com.

An Introduction to Parity Corporation

Bioterrorism, tracing and tracking, system security, food safety, RFID, and food-borne illnesses are a small fraction of the topics causing headaches for food processing companies these days. With so many issues out there and so many approaches, making the right decision for your company can be difficult, not to mention time consuming, stressful, and costly. But...what if you found someone who already knew your business? Who was also an expert on the latest technology and business management solutions? Who could provide you with the tools to make your company run more efficiently? And who would be there with you

every step of the way? Wonder no longer, as you will find that person - or team, rather - in Parity Corporation.

Parity Corporation is all about food manufacturing. With solutions that address the food industry and only the food industry, Parity takes great pride in their software, services and the positive effect they have on their customers - all of whom are in the food manufacturing industry. Parity Enterprise™ is a real-time, integrated business and operations management system. Furthermore, the entire Parity team is committed to providing you with long-term, direct, personal support.

One of life's gifts is that each of us, no matter how tired and downtrodden, finds reasons for thankfulness: for the crops carried in from the fields and the grapes from the vineyard.

- J. Robert Moskin



EVENT CALENDAR:

Northwest Food Manufacturing & Packaging Expo

January 16 – 19, 2005
Oregon Convention Center
Portland, Oregon
<http://www.nwfp.org>

Western Frozen Food Convention

February 12 -16, 2005
Hyatt Regency San Francisco
Embarcadero Center
San Francisco, California
<http://www.affi.com>

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!

What is a weed?
A plant whose virtues
have never been
discovered.

-Ralph Waldo Emerson

Parity Corporation: Complying with the Bioterrorism Act

Continuing a long standing tradition of providing the food industry with real solutions to very real problems, Parity has been helping its clients comply with the Bioterrorism Act long before the regulations are made law. Parity has developed a number of solutions to help you comply with these regulations and other issues that the food manufacturing industry is now being faced with.

Solution 1 - Parity Consulting

Experts in the food industry as well as cutting edge technology and business management solutions, Parity Consulting defines and resolves real business objectives. Parity Consulting composes the most efficient way for your company to comply with the Bioterrorism Act regulations.

Solution 2 – Parity SCE (Supply Chain Execution)

Parity SCE provides the tracing and tracking capabilities needed to comply with the establishment and maintenance of records for your products required by the Bioterrorism Act. Bar coding data collection allows you to trace and track your product as it travels through the manufacturing process and out the door.

Parity SCE goes beyond merely tracking where an ingredient came from and where your finished production will be shipped to. It tracks all production events, including quality test results and transaction information. All of this data is then linked to the final product and can be easily reviewed. This is done for all materials as they are purchased, placed into inventory, and used in production.

Solution 3 - Parity Quality Management

Parity Quality Management allows you to be proactive rather than reactive to quality issues. It helps you catch problems with your product before it reaches your customers.

Parity Quality Management begins with user-defined quality test specifications and grading parameters unique to your company's operations. You can then track the status of each production lot, plus place holds and grades on lots as needed. In addition, the Parity system provides you with the ability to share all of this data in real-time with anyone who may need it.

Parity Quality Management is set up to help you comply with GAPs (good agricultural practices), GMPs (good manufacturing practices), HACCP (Hazard Analysis and Critical Control Point) programs, as well as Bioterrorism Act regulations.

Solution 4 - Parity Business Intelligence

Parity Business Intelligence is a powerful information tool for managing all aspects of your business. It is easy to use - presented through applications like Microsoft Excel™; your information appears in plain English. All your data is organized for immediate recognition and easy navigation. Seeing your business results, trends, and events in real-time will help you solve problems, answer questions and, most importantly, reveal knowledge and insight about your operations that you did not anticipate. Parity delivers the right information to the right people at the right time.

Functional Ingredients: Fruit Fiber



By most accounts, today's changing diet is leaving behind the key nutritional component of Dietary Fiber. Our collective desire for quick convenient foods has created a litany of processed packaged foods that often do not present a healthy menu. According to the American Dietetic Association, Americans should eat 20-35 grams of fiber each day, but the average American currently eats only

12-17 grams of fiber a day.

So what can we do to fill the void? The functional ingredient market today is alive with new products designed to help put back what modern food processing often takes out. The high dietary fruit fiber powder produced by BRB Seeds, Inc. is one such example. "We see a diverse host of applications, from low carb to all natural," says Jim Early, president of the company. "Our product is a 100 percent fruit ingredient with a total dietary fiber

content of over 70 percent. This is an ingredient that can help you put fiber back into your processed foods."

Functional ingredients are no longer solely about providing form and feature to a processed food. Nutrition is also highly considered in product design. Give us a call today, we can help you source the functional ingredients that will put nutrition back in the package.

With the new year opening new windows for opportunity, we hope you will consider FruitSmart® as your supplier in 2005.

FruitSmart® wishes you a happy and prosperous New Year!