



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:

Cultivated Blueberry
Essence

Red Raspberry Essence

Concord Grape Essence

32° Apricot Puree
Concentrate

Please call us for a quote.

Product Focus: Red Raspberry Seeds

When considering the flavor of berry fruits, red raspberries are among the most enjoyable. Light, sweet and somewhat unassuming, red raspberry juices and purees are a popular choice for application in bakery fillings, nutritional bars, salad dressings, yogurts, smoothies, ice creams - the list can go on and on. However, because the red raspberry does not possess an overpowering flavor, the consumer can often lose connection to exactly which fruit it is that they are eating. Including a very small amount of red raspberry seed into a formula can dramatically increase the identity, texture, mouth feel and appearance of the flavor system being created.



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FruitSmart is a processor and supplier of a high quality, 100% natural line of fruit seeds. Please contact us to discuss the many ways fruit seeds can enhance your product.

Event Calendar

IFT Food Expo®

July 16 - 20, 2005

Morial Convention Center

New Orleans, Louisiana

<http://www.ift.org>

**We look forward to seeing
you there!**

Our New Address:

Please note that our company address has changed to the following location:

FruitSmart, LLC

P.O. Box 177

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Pacific Northwest Crop News

Red Raspberry

Red raspberry harvest is in full swing in the Pacific Northwest, with various challenges facing the grower community. Rain has been a constant problem throughout the first few weeks of harvest, reducing the volume of fruit that can be Individually Quick Frozen (IQF). Expect the IQF and other high quality grade raspberry products to be in short supply this year. However, juice stock and puree stock are available in larger volumes than last year because of the wet harvest conditions in Whatcom County and British Columbia.

The field price for red raspberries ranges from \$0.40/lb to \$0.50/lb in the Lynden, WA area. The disparity between imported and domestic 65° Red Raspberry Juice Concentrate is expected to be substantial again this year. Chilean pricing is \$39.00 - \$41.00/Gallon, Europe is expected to be in the low to mid-\$40's, and domestic pricing should

be in the mid-\$50's or higher based on the raw fruit cost. The logic behind the Northwest field price and the world concentrate market has us scratching our heads a bit.

There should be adequate supplies of juice and puree, with market-driven pricing. IQF will be very short, so book your IQF requirements early to ensure supply.

Dark Sweet Cherry

The Pacific Northwest cherry harvest is winding down, with very short supplies of juice cherries. We strongly recommend that you work with your cherry concentrate, puree and juice suppliers to cover your 2005 - 2006 requirements.

Expect higher pricing as we move through the year, and very little inventory going into next year's harvest. Please let us know how we can assist you with your requirements.

"In skating over thin ice, our safety is in our speed."

-Ralph Waldo Emerson