



# FruitSmart®

## The Smart Choice...Naturally

Fruit Ingredient Supplier and Processor

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### Featured Inventory:

65° Clarified Guava  
Juice Concentrate

32° Apricot Puree  
Concentrate

Concord Grape Essence

Cultivated Blueberry  
Essence

Guava Essence

Red Raspberry Essence

*Please call us for a quote.*

## Cranberry Seed Oil

Traditionally, cranberries have been regarded as a seasonal treat only to be enjoyed on special holiday occasions. More recently, cranberry juice cocktail, blended cranberry juice beverages, and dried cranberries have gained in popularity. Research has shown that not only can cranberries taste great, but also that they can provide extraordinary nutritional value.

Today, we unlock one more tightly held secret of this versatile native North American fruit. Cranberry Seed Oil is an excellent source of the nutritionally significant Omega-3 Fatty Acid and contains higher levels of tocotrienols (nature's most

potent vitamin E) than any other plant derived oil. Cranberry Seed Oil is a highly unsaturated fatty acid that can provide a unique profile

to most any nutritional item or all natural cosmetic application. Please contact FruitSmart for more information regarding this product.



## Crop News: Cranberries

Prior to harvest, all was looking exceptionally good in the designated growing areas for the North American cranberry crop. This has not proven to be the result in the East, however, and it is looking like the story will be similar a similar one in other locations. Weather being the largest issue.

**East Coast:** Massachussetts had predicted a harvest 1.8 - 2 million barrels, but it is now looking like 1.6 or perhaps 1.4 million barrels is more likely. New Jersey is looking at 500,000 barrels.

**MidWest:** Wisconsin originally appeared as though they would produce a bumper crop at 4 million barrels, but now has pared back to 3.6 million barrels.

**West Coast:** Oregon is looking at 500,000 barrels and Washington at 120,000 barrels.

**Canada:** For BC and Quebec combined, predictions had looked very good, but they have also pared back to about 1 million barrels.

The overall outcome for 2005's North American cranberry crop appears that the harvest will be anywhere from regular to a little short. Quality may be another problem for the fresh market, as another result of the weather conditions are the production of smaller berries and that tend to be lighter in color.

*-Our thanks to David N. Farrimond, General Manager of The Cranberry Marketing Committee for this information.*

## Cape Blanco Premium Fresh Cranberries

Cape Blanco Cranberries has one of the few farms in the world that can deliver vine fresh cranberries throughout the entire holiday season: from mid-October all the way through the end of December.

Their premium quality cranberries are large sized, dark red, high brix (sweeter than most), and low in acid (less bitter than most). These fine attributes are credited to the mild and moist climate of the Port Orford, Oregon farm on which they grow. This climate generously allows 80-100 days more vine time than do most cranberry growing regions,

and the results speak loudly.

Cape Blanco's 2005 harvest begins October 18th. The cranberries go from vine to ship-ready within 24 hours for freshness, and can be found in stores as early as October 20th and as late as the end of December. Please contact Cape Blanco at 541-332-1345 or email them at [bogron@capeblancocranberries.com](mailto:bogron@capeblancocranberries.com) to find out how you can most easily obtain these premium quality cranberries.

### Event Calendar

#### IFT Suppliers' Night

October 19, 2005  
Holy Trinity Greek Orthodox Church  
4070 Park Avenue  
Bridgeport, CT  
[www.ift.org](http://www.ift.org)

#### Supply Side West International Trade Show and Conference

November 9 - 11, 2005  
The Venetian and Sands Expo  
Las Vegas, Nevada  
[www.supplysideshow.com](http://www.supplysideshow.com)

*Please contact us to arrange for a meeting.*

"Poverty, Frost,  
Famine, Rain, Disease,  
are the beadles and  
guardsmen that hold us  
to Common Sense."

-Ralph Waldo Emerson