



FruitSmart®

The Smart Choice...Naturally

Fruit Ingredient Supplier and Processor

Monthly Newsletter

August 2006

Volume 3, Issue 7

FruitSmart®, Inc.

P.O. Box 177
14502 North Rothrock Road
Prosser, WA 99350
Phone: 509-973-3500
Fax: 509-973-3501
www.fruitsmart.com

Prosser, WA Corporate Office:

Jim Early - President
Cell: 509-832-0724
Email: jeary@fruitsmart.com

James Gauley - Vice President
Cell: 509-840-2457
Email: jegauley@fruitsmart.com

Stephanie DeLorme -
Customer Service Coordinator
Email: sdelorme@fruitsmart.com

East Coast Office:

Keith Gauley - Regional Sales
Cell: 781-690-6897
Email: kegauley@fruitsmart.com

Seattle, WA Office:

Becky Olsen - Sales & Marketing
Cell: 206-963-7115
Fax: 206-363-4941
Email: rolsen@fruitsmart.com

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:

65° & 68° Apricot Juice
Concentrate

65° Red Raspberry Juice
Concentrate

32° Peach Puree Concentrate

28° Red Raspberry Puree
Concentrate

OU Concord Grape Essence

FruitBasics® - Cranberry Fiber

FruitBasics® - Cranberry
Seed Powder

Please call us for a quote.

FruitSmart® Introduces Eric Leber, Ph.D., Director of Research and Development



Eric Leber, Ph.D.

We are pleased to announce the addition of Eric Leber, Ph.D. to the FruitSmart® staff in the role of Director of Research and Development.

Dr. Leber has an extensive background in chemistry, natural products, nuclear science and engineering, energy science and technology, and science

education. He received his education at Reed College, Portland, OR (B.S.) and at Yale University, New Haven, CT (M.S., M.Ph., Ph.D.).

Some of Dr. Leber's recent achievements in the field of value added agriculture include the following:

- "Recovering Value from Winemaking By-products," R.E. Leber, 2004 Annual Meeting of the American Society for Enology and Viticul-

ture, June 30, 2004

- "EcoVino Enterprises...More Good from the Grape," R.E. Leber, Department of Food Science and Technology, Oregon State University, October 6, 2004
- "Beneficial Uses of the Byproducts from Wine and Juice Production," R.E. Leber, Irrigated Agriculture Research and Extension Center, Washington State University/U.S. Department of Agriculture, February 9, 2005

Dr. Leber's work in discovering beneficial uses for fruit juice industry byproducts is a natural fit with the goals of FruitSmart®. FruitSmart® has worked closely with Dr. Leber over the past several years, and we feel very fortunate to welcome him to our team.

Below is an article written by Dr. Leber, outlining his vision for the work he is currently doing.

Over the millennia, plants have developed a broad array of substances to protect themselves and subsequent generations from the hazards of their environment. Several hundred molecules, often quite complex and specialized, are used to defend against damaging UV radiation, heat, oxygen, water deprivation, insects, diseases, and other threats. Many of those molecules are located in portions of the plant that we traditionally consider "waste."

Since humans often, and increasingly, are facing similar environmental risks, which can be minimized and managed through the use of similar molecules, it is sensible and timely to extract these and other values from the biomaterials discharged from agricultural operations.

These "phytochemicals" have a clinically proven capability to reduce cardiovascular ailments, fight cancers, and—by neutralizing free radicals—slow the aging process. With approximately 78 million "Baby Boomers" in the United States (and more than 450 million world wide) approaching the later years of their lives, current demographic trends suggest that recovery of these values could well serve the humane purposes of enhancing and extending human life. Beyond combating our most prevalent diseases and aging, phytochemicals also have potential as natural antibacterial agents, pesticides, sunscreens, and other uses.

My vision is to systematically extract, purify, and present in useful forms these beneficial derivatives from "waste" materials, particularly those remaining after fruit processing. Moreover, through partnership, this initiative will engage others (e.g., regional universities, laboratories, and other companies) in common pursuit of a better quality and extent of life through improved health and longevity, a cleaner environment, and more business opportunities and jobs for our economically depressed rural areas.

It will be my pleasure to periodically report on our progress in obtaining these new and substantial values from "waste" plant materials.

- Eric Leber, Ph.D., Director of R&D

"Waste is worse than loss. The time is coming when every person who lays claim to ability will keep the question of waste before him constantly. The scope of thrift is limitless." -Thomas A. Edison

Event Calendar

SupplySide West International Trade
Show and Conference
October 18-20, 2006

The Venetian & The Sands Expo - Las Vegas
Please contact us for an appointment!