



FruitSmart®

The Smart Choice...Naturally

Fruit Ingredient Supplier and Processor

Monthly Newsletter

July 2006

Volume 3, Issue 6

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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:

65° Apricot Juice Concentrate

65° Red Raspberry Juice
Concentrate

28° Red Raspberry Puree
Concentrate

OU Concord Grape Essence

FruitBasics® - Cranberry
Fiber

FruitBasics® - Cranberry
Seed Powder

Please call us for a quote.

FruitSmart® News: Groundbreaking Takes Place at New Facility!

As scheduled, FruitSmart® broke ground on June 15, at our new Prosser, WA facility which is being built in partnership with the Port of Benton, the City of Prosser, and the Prosser Economic Development Association. The new 6,200 square foot building which is located at the Port of Benton Airport in Prosser, is scheduled to be completed by fall of 2006.

The photo on the right which shows FruitSmart® President Jim Early and Vice President Jim Gauley and their families making their first dig, appeared in a local newspaper article entitled "Prosser Company Takes Off at the Airport", written by Natalie Friend of the Prosser Record-Bulletin. The article discusses how FruitSmart® was born out of 2 local businesses, who merged in June 2005 in order to synergize vision, strengths, and resources, as well as to offer a wider scope of fruit ingredients to its customers. The article also discusses how the completion of the new facility may benefit the local



Pictured from left to right: Teresa Gauley, Alex Gauley, Alex Early, Jim Early, Jim Gauley, Erin Gauley, Teresa Early, Maddi Early and Tori Early. (Photo shown with the permission of Natalie Friend of the Prosser Record-Bulletin newspaper.)

community as well, by adding new employment opportunities.

We look forward to our building completion and will keep our readers informed of our progress!

Crop and Market News

Dark Sweet Cherry:

The market for Dark Sweet Cherry Concentrate has settled below historical pricing as juice stock was plentiful in this year's harvest. Pricing is \$8.50 - \$10.50/Gallon for 68° DS Cherry Concentrate, depending on volume and quality.

Red Raspberry:

The juice stock field price was \$0.23/lb. through most of harvest with low demand and uninterested buyers. The overall demand for Red Raspberry Concentrate and Puree seems to have slipped during the last 12 months, but we expect the market to tighten going into the fall. European concentrate (full containers) should hold between \$34.00/Gallon and \$39.00/Gallon, and there is no reason for domestic concentrate to be lower than this. The Chilean crop (January 2007) will determine whether this price will hold throughout the year or if additional softness exists in these markets. We have 28° Red Raspberry Puree Concentrate and 65° Red Raspberry Juice Concentrate available currently.

Please give us a call to request samples and for pricing.

Blueberry:

The blueberry market remains extremely strong with Grade "A" pricing at \$1.75/lb. and higher. Early juice stock pricing has been in the \$1.05 - \$1.15/lb. range, holding juice concentrate at \$105.00/Gallon and above. There is no question the bubble will burst at some point, the only question is when. New planting, non-sustainable finished product pricing, and price driven reformulation will catch-up with us at some point. The industry needs to focus on sustainable profitability and allow pricing to begin to settle to a reasonable level.

IFT Suppliers' Night Gift Basket Winner!!

We are pleased to announce the following winner of our "Made in Washington" Gift Basket drawing:

IFT Northeast:

Mindy Y. Cohen

MYC Ingredients, Ltd. - Forest Hills, NY

Congratulations!

"Great works are performed, not by strength, but by perseverance.

- Samuel Johnson