



# FruitSmart®

## The Smart Choice...Naturally

Fruit Ingredient Supplier and Processor

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### Featured Inventory:

65° & 68° Apricot Juice Concentrate

70° Plum Juice Concentrate

28° Red Raspberry Puree Concentrate

OU Concord Grape Essence  
FruitBasics® - Cranberry Fiber

FruitBasics® - Cranberry Seed Powder

Red Raspberry Seeds

*Please call us for a quote.*

## Fruit Focus: Concord Grapes



Concord grapes are a well-liked American fruit born of a cultivar developed in 1849 by Ephraim Wales Bull in Concord, Massachusetts.

This cultivar was derived from the wild native species "*Vitis Labrusca*" (aka the "fox grape") growing in New England. Bull evaluated around 20,000 seedlings before determining that he had found the one that produced what he believed to be - the ideal grape. In 1853, Bull took his Concord grapes to the Boston Horticultural Society Exhibition where they won first place. In 1854, the grapes made their market debut. In 1869, the first pasteurized Concord grape juice was produced at the home of Dr. Thomas Welch. Shortly thereafter, this juice was being ordered, mostly by local churches for Communion.

Concord grapes are robust, dark blue to purple in color, and highly aromatic. Their sweet, juicy, gelatin-like pulp is covered with a tough skin that has a naturally occurring thin, waxy, powdery coating called the "bloom". In the middle of the grape is its seed, which due to its size and firmness, is usually not consumed. Much of the distinctive flavor of Concord grapes is contained in the skins.

There are an increasing number of new uses for Concord grapes; however, most commonly they are consumed as table grapes, used in recipes, used to make America's most popular form of grape juice and grape jelly, and used as a wine replacement for

Communion in many churches. Not generally favored for winemaking due to its "foxy" flavor, these grapes do get used to make a sweet-finished wine, much of which is made kosher. Concord grape skins, seed oil, and various extracts from the grape and its seed are increasingly being used in nutraceutical, cosmeceutical, cosmetic, and culinary applications.

In the way of health benefits, Concord grapes offer a very high concentration of antioxidants. The whole grape, including the seed, have much to offer. It is said that because the grape seed is usually not consumed when eating the whole grapes, one can actually get more antioxidant benefits when consuming Concord grape juice, as it is usually produced using the whole grape, allowing the flavonoids of the skins and seeds to seep out into the juice.

*"The grape for the millions"*  
- Horace Greeley

Clinical studies have shown that Concord grape juice may assist in the following health benefits:

- reducing blood pressure
- preventing urinary tract infection
- protecting brain cells
- improving memory, strength, and coordination
- decreasing effects from 2nd hand smoke
- lowering (bad) cholesterol
- inhibiting atherosclerosis
- promoting arterial elasticity

Over 400,00 tons of Concord grapes are harvested annually in the US, with Washington growing the largest amount, followed by New York, Michigan, Pennsylvania, Ohio, and Missouri.

**"No great thing is created suddenly, any more than a bunch of grapes or a fig. If you tell me that you desire a fig, I answer that there must be time. Let it first blossom, then bear fruit, then ripen."**

*-Epictetus*

### Event Calendar

SupplySide West International Trade Show and Conference

October 18-20, 2006 // Booth #9206

The Venetian & The Sands Expo - Las Vegas

*Please contact us for an appointment!*

## Market News: Northwest Concord Grapes

The cash price paid to the Northwest Concord grape growers is up 35% - 45% over last year. This translates into a more typical Concord grape market, though still on the low end of historical pricing.

We expect 68° Concord Grape Concentrate to be \$9.75 - \$10.75/Gallon depending on quality, quantity and pack. This estimate could move higher if we have an early frost or a lighter harvest than ex-

pected. The crop estimate is approximately 7.5 tons per acre, which translates into an average crop.

The market is moving up from 20 year lows, and you can expect this trend to continue into 2007. The low field price during the past two years has made it difficult for many growers to survive. This shift to a more normal market is critical for the local grower community.