



# FruitSmart®

The Smart Choice...Naturally

Fruit Ingredient Supplier and Processor

Monthly Newsletter

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**FruitSmart®, Inc.**

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## Featured Inventory:

65° & 68° Apricot Juice Concentrate

65° Red Raspberry Juice Concentrate

28° Red Raspberry Puree Concentrate

Apple Essence

FruitBasics® - Cranberry Fiber

FruitBasics® - Cranberry Seed Powder

*Please call us for a quote.*

## New FruitSmart® Facility Completed!



*FruitSmart's New Production Facility and Corporate Office*

FruitSmart® is pleased to announce that we are now operating from our new production facility in Prosser and have just achieved a perfect score on our WSDA certifying audit. We hope you will take a moment to change our contact information in your system to match the following:

**FruitSmart®, Inc.**

205 Hagarty Lane, Prosser, WA 99350  
Phone: 509-786-3500 Fax: 509-786-3585  
[www.fruitsmart.com](http://www.fruitsmart.com)

*Our billing address remains the same:*  
P.O. Box 177, Prosser, WA 99350

The new Prosser facility has two production areas, a "blending bay" and a "dry bay", which are each designed to serve a specific market segment.

Our blending bay has four agitated tanks ranging in size from 200 gallons to 8,000 gallons. We are

blending juice concentrates, purees, and essences for ourselves and on a toll basis for our customers.

Our dry bay contains a pilot dryer for powder processing, and our seed oil pressing operation. We will focus on juice concentrate powders, fruit puree powders and fruit extract powders.

The capacity of the pilot line will allow us to provide start-up volumes as we prepare the facility for a commercial-sized unit(s).

Please call us today to discuss your powder, fruit seed oil, and blending requirements.



*Blending Bay at New Facility*

*It is wise to keep in mind that  
neither success nor failure is  
ever final.*

*- Roger Babson*

## Crop News: California Citrus Crop Damage

California citrus growers suffered damage to at least 70% of their crops due to a freeze over the January 13<sup>th</sup> weekend. The 2007 crop was anticipated as a potentially very good one, bearing good-sized fruit and offering high prices for growers. The amount of damage from this freeze is likely to surpass the amount suffered the last large freeze in 1998. Crop damage cost is currently estimated at \$1 billion. The cost of the subsequent damage for employees and other businesses affected by the crop damage is yet to be determined, with many agricultural workers, packers, and shippers finding themselves out of work. Other California winter crops, such as avocado and strawberries, were also adversely affected by the freeze.

California's Governor Schwarzenegger has requested disaster aid from the USDA and Small Business Administration for growers and other businesses affected by the freeze, stating that the damage to the crops "could also have a devastating effect next year".

Some damaged fruit may be salvaged for juice, but the fruit must make it from the tree to juice process-

ing within 4 weeks.

The juice market will see higher prices for citrus juice concentrates and purees, including orange, tangerine, lemon and lime. There will be a shift in the demand for fresh fruit to apple and pear, from the unavailable citrus fruits. This may tighten the supply and impact the price of apple and pear concentrates for the balance of 2007.

## Events Calendar

We would love to meet with you at either of the events listed below. Please contact us as soon as possible to make an appointment.

**AFFI Frozen Food Convention**  
February 24-28, 2007  
Monterey, California  
[www.affi.com](http://www.affi.com)

**Natural Products Expo West**  
March 9-11, 2007  
Anaheim, California  
[www.expowest.com](http://www.expowest.com)