



# FruitSmart®

The Smart Choice...Naturally

Fruit Ingredient Supplier and Processor

Quarterly Newsletter  
July 2007  
Volume 4, Issue 3

**FruitSmart®, Inc.**  
P.O. Box 177  
205 Hagarty Lane  
Prosser, WA 99350  
Phone: 509-786-3500  
Fax: 509-786-3585  
[www.fruitSMART.com](http://www.fruitSMART.com)

**Prosser, WA Corporate Office:**  
Jim Early - President  
Cell: 509-832-0724  
Email: [jearly@fruitSMART.com](mailto:jearly@fruitSMART.com)  
James Gauley - Vice President  
Cell: 509-840-2457  
Email: [jegauley@fruitSMART.com](mailto:jegauley@fruitSMART.com)  
Stephanie DeLorme -  
Customer Service Coordinator  
Email: [sdelorme@fruitSMART.com](mailto:sdelorme@fruitSMART.com)

**East Coast Office:**  
Keith Gauley - Regional Sales  
Cell: 781-690-6897  
Email: [kegauley@fruitSMART.com](mailto:kegauley@fruitSMART.com)

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software and services:  
Parity Corporation is the Leader in  
Information Systems & Services for the Small  
to Mid-Sized Food Manufacturing Enterprise  
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## Featured Inventory:

- 28° Red Raspberry Puree Concentrate
- Apple Essence
- Blueberry Essence
- Strawberry Essence
- FruitBasics® - Cranberry Fiber
- FruitBasics® - Cranberry Seed Powder
- FruitBasics® - Chardonnay Grape Seed Powder

*Please call us for a quote.*

## FruitSmart® Proudly Offers High Quality Blending Services



*Pail-Sized Quantities*

FruitSmart® is pleased to offer proprietary blend development and formulation services.

From the simplest two ingredient blends to a multiple ingredient complex beverage package, we can custom blend liquid or dry ingredients to meet your product specification. We also offer a full array of QA analytical capabilities, including

### WSDA Inspections:

- Initial Plant Inspection: **100%**  
(Dec 2006)
- Special Plant Inspection: **100%**  
(June 2007)

### Certifications / Affiliations:

- Kosher Certified Processor by Kof-K
- WSDA Certified Organic Processor
- WSDA Certified for Retail Packaging
- AIB Certified Sanitarian on staff

full nutritional analysis for finished product labeling.

Our blending capabilities include foreign material detection equipment including rare earth magnet

## Fruit Crop and Market Update

The fruit season is upon us and it seems everything is in short supply and pricing is higher this year. The primary message to buyers is "contract your requirements early, or you may not be able to get what you need."

The quick recap of some key fruits:

**Red Raspberry** – The Serbian crop is short, the dollar is weak, and a heat spell in the northwest are all contributing to a short year with rising prices for all forms of red raspberry.

**Strawberry** – A very tight market and rising prices. Expect to pay more for juice concentrate and puree this year.

**Dark Sweet Cherry** – The crop picked quite clean and the cull percentage is down. The market is a bit tighter than last year, but supply should be adequate.

**Blueberry** – Pricing is stable right now at the his-

and fine mesh screens, 10-25 micron pre-packaging filtration for low viscous materials, with filtered ingredient water always used for blends. Our agitated blending tanks range from 150 gallons to 8,000 gallons.

### **Finished product package sizes:**

- Tankers
- Drums
- IBC (Totes)
- Bladders
- Pails

### **Capable of receiving products in all forms of packaging, including the following types:**

- Tanker loads
- IBC (Totes)
- 55-gallon open top steel and closed top poly drums
- Pails

We offer repacking for quantities as small as 50 gallons and as large as full truckloads.

Please contact us today to discuss your blending needs!



*Drum-Sized Quantities*



*Tanker Load Quantities*

torically high levels of last year. We are hopeful that some softness will occur in August/September, but the jury is still out.

**Concord & Niagara Grape** – Expect higher prices in 2007/2008. We won't know where the market will settle until September/October.

**Red Sour Cherry** – The concentrate market is fairly stable for 2007/2008.

**Apple** – Short supply, allocations and higher pricing is the current situation. It will be interesting to see where prices go with new crop this fall.

### EVENTS CALENDAR

**IFT 2007**

**Annual Meeting & Food Expo**

**July 28 - August 1, 2007**

McCormick Place - Chicago, IL - [www.ift.org](http://www.ift.org)

*Please contact us to arrange for a meeting.*