



FruitSmart®

The Smart Choice... Naturally

Fruit Ingredient Supplier and Processor

Quarterly Newsletter

October 2007

Volume 4, Issue 4

FruitSmart®, Inc.

P.O. Box 177
205 Hagarty Lane
Prosser, WA 99350
Phone: 509-786-3500
Fax: 509-786-3585
www.fruitSMART.com

Prosser, WA Corporate Office:

Jim Early - President
Cell: 509-832-0724
Email: jearly@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

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:

Niagara Grape
Juice Concentrate
Apple Essence
Blueberry Essence
Strawberry Essence
FruitBasics® - Cranberry Fiber
Chardonnay Grape Seed Oil
FruitBasics® - Chardonnay
Grape Seed Powder

Please call us for a quote.

Fruit Focus: Cranberries



Cranberries are low creeping dwarf shrubs or vines that grow up to 2 meters long and 5-20 cm in height. They have wiry, slender stems and small evergreen leaves, and grow naturally in acidic bogs throughout cooler regions of the Northern Hemisphere. They produce pink or white flowers whose petals fold back, fully exposing the style and stamens. The flowering occurs in late June or early July and are pollinated primarily by domestic honey bees. The plant's upright stems produce a round or oval berry fruit that is initially white in color and then turns to a deep red once fully ripened in September or October. This berry, known as the "cranberry", is edible, but quite acidic.

It is thought that the name "cranberry" was derived years ago from "craneberry", either because it was a favorite food of cranes or because of the way the flower resembles the head, bill, and neck of a crane. Cranberries come from the heath plant family *Ericaceae*, and the genus *Vaccinium* making them a relative to blueberries, bilberries, and huckleberries.

The two most commonly known species of cranberry are *Vaccinium macrocarpon*, also known as the "American Cranberry"; and *Vaccinium oxycoccos*, also known as the "Northern Cranberry" or "Common Cranberry".

The American Cranberry is native to the northeastern United States and eastern Canada. This berry is larger and more robust than the Northern Cranberry and is said to have a slightly apple-like taste. The Northern Cranberry is a small-fruited cranberry found in Northern areas of America, Asia, and Europe and in Central Europe. The berries are pale pink with a sharp acidic flavor.

Cranberries are commercially grown in the U.S. in the states of Massachusetts, Michigan, Minnesota, New Jersey, Oregon, Maine, Washington, and Wisconsin. In Canada, they are grown in the provinces of British Columbia, New Brunswick, Nova Scotia, Newfoundland, Ontario, and Quebec. Wisconsin is the leading producer of cranberries, with almost half of the U.S. (continued on page 2)



Cranberry Flower

Fruit Crop and Market Update

We are definitely in the midst of a strange fruit market. Almost everything is either in a rising market, or very short in supply. This is the first market I have seen where almost all juice concentrates are close to or at their 15 year highs. Some of the most challenging markets include red raspberry, cranberry, and apple.

Cranberry: 50° Cranberry concentrate pricing may be over \$60/Gallon right now, with very limited supply. As is always the case with cranberry, the market is cautious waiting to see what Ocean Spray offers in regards to fruit and juice concentrate. The market seems to be driven by a shift in production from juice concentrate and other traditional cranberry products to more sweetened dried cranberries and related value-added products. We have also seen increased demand in Europe, Russia, and the Asian markets like never before.

Red Raspberry: The market is very tight for all forms of red raspberries from IQF to juice concentrate and puree. We don't expect much relief from Chile as the European market is very strong and much of the fruit will go to other export markets. I would anticipate a tight supply situation for at least 18 months.

Apple: The processed apple market is extremely tight with some of the major processors simply

unable to offer to the industrial markets. 70° Chinese apple concentrate appears to be in the \$9.50 - \$11.00/Gallon range, and domestic apple concentrate is \$13.00 - \$14.00/Gallon. The organic apple concentrate market is even tighter with domestic pricing in the low \$20's.

Blueberry: The blueberry market is fairly stable with some signs of softness. 65° Blueberry Juice concentrate is still \$110.00 - \$125.00/Gallon for truckloads depending on quality in terms. We continue to believe softness is likely, but I have thought that for 5 years. Sooner or later I will get it right.

Concord Grape: The harvest is just about complete and pricing should be out shortly. We are entering this season with very low inventories which will put some pressure on pricing.

EVENTS CALENDAR

SupplySide West International Trade Show and Conference

November 7 - 8, 2007

The Venetian & The Sands Expo Las Vegas, Nevada
www.supplysideshow.com

Please contact us to arrange for a meeting.



Fruit Focus: Cranberries *(continued from page 1)*

producer. The growing regions outside North America include the Baltic States, Eastern Europe, and southern Chile.



Cranberry plants in a bog

Cranberries grow best in acidic soil that contains organic matter. Commercial growers prepare special bogs or swampy areas for cranberry growing. They do this by clearing and leveling the land for quick flooding and draining. Then the soil is covered with 3 - 4 inches of sand. The bogs are repeatedly flooded to protect plants from insects, disease, and frost - and also when it is time to harvest the cranberries.

To harvest cranberries that will be used for processed products, a cranberry bog is flooded with water and a harvesting machine is used to rake or knock the berries from their vines. The berries then float to the water's surface where they are collected by the workers. For the berries that will be sold in the fresh market, scoops or mechanical rakes are used to pick the berries from their vines as to better preserve their firmness.

Approximately 95% of cranberries are processed into products such as juice beverages, sweetened dried cranberries, relishes, jellies and sauces. Newer product markets for processed cranberries are functional food, nutraceutical, and cosmeceutical components. The remaining 5% are sold to consumers as fresh whole cranberries. The cranberries which are to be used for processing are typically sent to a receiving station where they can be frozen in bulk containers soon after their arrival. Cranberries intended for fresh market are stored in boxes or shallow bins with slatted or perforated bottoms which allow air movement and prevents early decay.

Cranberries offer many health benefits. Not only are they nutritious, offering vitamin C and fiber, but are also a rich source of anthocyanins, polyphenol antioxidants, and phytochemicals such as proanthocyanidins, quercetin, ellagic acid, and lignans. Research has shown that the consumption of cranberries may also benefit health in the following ways:

Anti-cancer: Laboratory studies have demonstrated potential anticarcinogenic properties of cranberries. Recent preliminary research has shown that when the diet was supplemented with cranberries, breast cancer cells showed a significant lower incidence of tumor development.

Anti-aging: Cranberries may help protect the brain from damage by free radicals and the motor and cognitive function losses that would follow.

Dental: An anti-adhesion substance within cranberries may help prevent cavities and periodontal gum disease.

Heart: Research continues to suggest that cranberries which are rich in antioxidants may reduce the risk of atherosclerosis by inhibiting LDL oxidation.

Stomach Viruses: An anti-adhesion substance within cranberries may help stop stomach viruses.



Harvesting in a cranberry bog

Ulcers: Cranberries may be beneficial in the prevention of peptic ulcers through its ability to inhibit H. pylori adhesion to gastric mucus and stomach epithelium.

Urinary Tract Health: An anti-adhesion substance within cranberries may help ward off urinary tract and bladder infections.

Kiwi Season is Here!



Fall is the Kiwi Fruit harvest season in the northern hemisphere and FruitSmart® is busy in production of Kiwi Fruit Seed and Kiwi Seed Oil. Kiwi Seeds are extracted from the pulp that remains after the fruit has been pureed and are full of nutrition. Kiwi Seeds contain over 60% Omega-3, a nutritionally important essential fatty acid. Applications include functional foods and topical cosmetic creams and lotions.

Please call us for samples today!

Daring ideas are like chessmen moved forward; they may be beaten, but they may start a winning game.

- Johann Wolfgang von Goethe

EFFIE'S PUMPKIN CRANBERRY BREAD

1 cup canned solid-pack pumpkin
 1 cup granulated sugar
 ¼ cup water
 2 large eggs
 ¼ cup vegetable oil
 2 cups all-purpose flour
 2 teaspoons baking powder

½ teaspoon salt
 ¼ teaspoon baking soda
 ¼ teaspoon ground cinnamon
 ¼ teaspoon ground ginger
 1/8 teaspoon ground cloves
 1 cup (4 oz. by weight) Cape Blanco Cranberries

Preheat oven to 350 degrees and butter a loaf pan, 8½ by 4½ by 2¾ inches. In a large bowl with an electric mixer beat together pumpkin, sugar, water, eggs, and oil. Sift in flour, baking powder, salt, baking soda, and spices and stir just until batter is smooth. Stir in Cape Blanco Cranberries and spoon batter into loaf pan, spreading evenly. Bake bread in middle of oven 1 hour and 15 minutes, or until a tester comes out clean, and cool in pan on a rack 10 minutes. Turn bread out onto rack and cool completely. Bread may be made 4 days ahead and chilled, covered. Makes 1 loaf.

Source: <http://www.capeblancocranberries.com>