



FruitSmart®

The Smart Choice...Naturally

Fruit Ingredient Supplier and Processor

Quarterly Newsletter

April 2008

Volume 5, Issue 2

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:

Blueberry Concentrate

Blueberry Essence

OU Concord Grape
Essence

Strawberry Essence

Cranberry Seeds

Grape Seed Flour

Please call us for a quote.

Fruit Focus: Yumberries!



Yes, another new antioxidant superfruit has arrived on the health scene: the yumberry.

“Yumberry” is a commercialized name that was given within the past few years to the fruit of the *Myrica rubra* plant:

a plant grown and used in Asia for thousands of years. The name “yumberry” is said to have evolved from the Chinese word for this fruit, “yang-mei” (meaning “poplar plum”), which when annunciated sounds very much like “yum-my”. Yang-mei is also known as Chinese bayberry, Japanese Bayberry, and Red Bayberry.

Yang-mei is native to eastern Asia, predominantly to China, but most likely to Japan and Southeast Asia as well, and grows in other temperate areas around the world. It is reported that Yang-mei is so popular in China, that about “twice as many acres are devoted to growing it as the number devoted to apple orchards in the US”. Commercial crops for the recent increase in world demand currently appear to be available only from China. Yang-mei fruit is not yet available for import into the US due to pest issues and its highly perishable nature. The juice can be imported.

Myrica rubra is an evergreen shrub which grows up to 20 meters in height. The flowers are monoecious and

are pollinated by wind. The plant prefers acid and neutral soils, requires moist well-drained soil, and can grow in sunny or semi-shaded areas.

Yang-mei are not berries, but rather “drupes” (like cherries), which means they have an outer shell with a single stone seed in the middle surrounded by juicy pulp. The fruit has been described as aromatic and succulent, with a sweet-yet-agreeable sub-acid taste. Depending upon variety, its color can be white, pink, red, or purple - with purple being more desirable for quality and flavor. It has a bumpy skin and grows up to 25mm in diameter.

This healthy fruit is high in antioxidants, ellagic acid, vitamins, and minerals; including vitamin C, thiamine, riboflavin and carotene. Its health benefits have been reported to include the following:

Aiding in digestion, curing stomachaches, cancer cell inhibition, enhancing permeability of capillary vessels, lowering bad cholesterol, reducing blood pressure and protecting heart health, preventing body sugar from being converted to fat, fighting free radicals, protecting eyesight and reducing cataract risk, strengthening cell membranes, fighting inflammation, and removing muddleheadedness.

“Yumberries” are destined to be seen in a variety of healthy juice blends, but they also may be seen in wines, cocktails, bakery goods, and dairy products. The name alone will no doubt make it a popular choice for consumers!

Crop and Market News: "Contract Early"

We are not sure we have the right adjectives to describe the current market situation for many fruit ingredients. The message we want to send to all buyers of fruit is “contract your requirements at harvest”. It has been about ten years of soft markets and plentiful supply, but the pendulum has swung hard in the other direction. This is a good situation for agriculture as the hardships placed on the industry during these “soft” years have taken their toll on growers and processors alike.

Red Raspberry: The market change was swift and dramatic. Juice Concentrate is \$155.00/Gallon or higher if you are fortunate enough to find a drum. The exchange rate, short crops in both Europe and the U.S. and years of neglected fields, due to low prices, caught up with us in 2008. I strongly encourage everyone to contract your needs from your regular sources as early as possible in 2008.

Blueberry: The market has finally softened after many years of record highs. New acreage has caught up with demand and we will see more reasonable pricing in 2008.

Cranberry: A similar situation as red raspberry,

but not quite as dramatic. 50° Juice Concentrate is \$110.00 - \$125.00/Gallon if you can find any. The growth in the SDC markets has reduced the availability of fruit for concentrate and the impact on pricing is significant. We hope the industry remains strong and growers prosper after many years of depressed prices.

Dark Sweet Cherry: It has been a very cold March and April in Washington and Oregon. The impact to the crop is still unknown, but current estimates are about 40% damage in the Northwest. We are also experiencing very tight markets in Black Currant, Elderberry, and other concentrates typically imported from Europe and other continents.

Feel free to contact us if you have any questions about the fruit markets.

EVENTS CALENDAR

IFT Supplier's Night - Northeast
May 21, 2008

IFT 2008 Annual Meeting and Food Expo
June 28 - July 1, 2008

Please contact us to arrange for a meeting.