



FruitSmart®

The Smart Choice...Naturally

Fruit Ingredient Supplier and Processor

Quarterly Newsletter

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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:

OU Concord Grape Essence

Strawberry Essence

Red Raspberry Essence

Raspberry Concentrate

Blueberry Concentrate

Dark Sweet Cherry Concentrate

Grape Seed Oil

Grape Seed Flour

Please call us for a quote.

Fruit Focus: Moringa Oleifera



Moringa Oleifera

The most popular species of the genus *Moringa* (family *Moringaceae*) is the *Moringa Oleifera*. It is considered one of the world's most useful trees, as almost every component of it can be used for food or for some other beneficial use. Commonly

referred to simply as "Moringa", it has many different names in many countries, such as the "drumstick tree" due its long pods and as the "horseradish tree" due to the use of its roots.

Moringa trees are native to India and Arabia, and perhaps also to Africa and the East Indies. It is now cultivated throughout tropical and sub-tropical climates areas of the world. It is drought, fungus, and bacteria resistant and grows best on dry sandy soil.

The Moringa tree is a fast growing, slender tree that grows to about 10 meters tall and has a thick main root. It has drooping branches with small feathery leaflets, and continuously produces fragrant sprays of creamy white flowers. The branches also produce long slender pods which contain about 20 seeds embedded in its pith.

The flowers, pods, seeds, and leaves of the Moringa tree are all edible. Even the root is sometimes consumed similarly to horseradish (although warned against due to a dangerous component known as alkaloid spirochin). When cooked, Moringa flowers are said to have a mushroom taste. Immature pods are prepared similarly to green beans and reportedly have an asparagus taste. The seeds of more mature pods are eaten like nuts or peas. The seed oil is edible and can also be used as a lubricant, known as "Ben Oil", and for making biofuels. The seed meal is reported to have a protein content higher than that of soybeans. Moringa leaves are highly nutritious and are said to contain all of the essential amino acids. According to non-profit organization "Trees for Life", the leaves also possess the following qualities (gram for gram) and are providing sustainable nutrition to economically challenged areas of the world:

- **Protein: 2 times that of yogurt**
- **Vitamin C: 7 times that of oranges**
- **Potassium: 3 times that of bananas**
- **Vitamin A: 4 times that of carrots**
- **Calcium: 4 times that of milk**

As a sustainable crop which is nutritionally and economically beneficial and can also be used as an energy source, Moringa holds great promise.

Fruit Market Update

Dark Sweet Cherry: The market is still very tight with the low volume produced during the 2008 harvest. Chile is coming in with some product and pricing is in the \$15.00 - \$20.00/Gallon range. We have some domestic product available from a recent production run and the quality is very good.

Cranberry: The market has settled back to reasonable levels, but that number is not clear. Pricing in the market seems to be averaging \$70.00 - \$80.00/Gallon, but the range is larger than that depending on quality and terms. We can produce our high color Oregon Cranberry Concentrate if anyone has a need for high color concentrate.

Red Raspberry: The supply situation has not changed, but the economy and some Chilean supply may create softness in the market as we approach the next crop. We have inventory available if you have a need.

Blueberry: The blueberry concentrate market has come back down to historical levels as the supply has finally caught up with demand. Expect the market to stay reasonable and companies to resume product development projects with the lower pricing.

The general sense in our industry, as with the general economy, is caution. Everyone is watching inventories closely and buying as production requires it. The good news is people continue to eat and drink, and the food business (and related industries) is a bit more insulated from recession than most industries. We are optimistic about 2009 as the lower pricing will create new product development projects and new opportunities.

Please contact FruitSmart® for your concentrate, puree, essence, seed, fiber and related needs.

EVENTS CALENDAR

**2009 Northwest Food Manufacturing
& Packaging Expo**
January 19 - 21, 2009
Portland, Oregon
www.nwfp.org

AFFI Frozen Food Convention
February 21-25, 2009
Monterey, California
www.affi.com

Please contact us to arrange for a meeting.