



FruitSmart®

The Smart Choice...Naturally

Fruit Ingredient Supplier and Processor

Quarterly Newsletter

July 2009

Volume 6, Issue 3

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Parity Food Enterprise™ software and services:

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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.

Organic Dark Sweet Cherries: Market Update and FruitSmart® Product Offerings



The Northwest organic dark sweet cherry crop was quite large, with the processor price coming down to reasonable levels after five years of rising market prices. FruitSmart® has continued to process the organic juice cherries, and we can offer

68° Organic DS Cherry Juice Concentrate at favorable pricing this year. Please give us a call for your organic and conventional dark sweet cherry requirements.

We can produce specialty organic dark sweet cherry products for a few more weeks. Once the season is over, availability will be limited to juice concentrate.

We can also offer Organic IQF Pitted DS Cherries, packed in 30# and 40# cases.

Fruit Market Update

Dark Sweet Cherry: What a turn-around this one has been. We went from historically high prices, to matching the historically low market in just a few weeks. Dark sweet cherry concentrate was in very short supply last year, with pricing for 68° concentrate rising into the mid-\$20's. The 2009 Northwest cherry crop is very large, with packers only picking/packing 10 row at this point. This has driven the cull (juice stock) volume sky high and pricing to very low levels. We are seeing truckload pricing in the \$7-\$8/gallon range or lower.

It's a good year to pick-up 12-18 months of your requirements, because with cherry, supply is uncertain from year to year.

Blueberry: The blueberry market is the market with the most dramatic change over the past twelve months. We went from \$120/gallon concentrate to \$30/gallon concentrate, and lower. It was a long stretch for record blueberry pricing, but these are new markets. Expect very soft field pricing this year, with juice pricing similar to the early 1990's. This market can't last very long, as growers will not pick for juice stock at these levels, and we will be limited to sort out from the processed products. A necessary inventory correction and market correction after the previous five years.

Red Raspberry: The juice/puree market for red raspberries is still uncertain, with buyers hesitant to make offers. The record pricing last year drove many buyers out of the market, and it will take some time for the industry to return to normal buying levels. Many customers did reformulations and discontinued red raspberry projects due to the high pricing.

Even with the shift in demand, the fundamentals of supply have not really changed. We are still operating in a market with limited supply.

The concentrate price will be widely influenced by

Poland and Serbia pricing, and how many Polish lots pass the pesticide test and can be imported into the USA. We have seen some offers from Europe in the \$85-\$95/gallon range for 65° concentrate, but it is too early to tell where domestic pricing will be and if the Polish supply will be sufficient to meet demand and hold pricing at this level.

Cranberry:

Another market with a dramatic change. We are seeing \$45-\$55/gallon concentrate, and lower, as well as limited demand as we approach harvest. It seems everyone is waiting to see what happens before committing to volumes for the coming year.

Passionfruit: Supply is extremely tight and many buyers are scrambling to cover their requirements. New stock will start coming in shortly, but we expect a tight market for many months.

Pineapple: Another market that is firm and a bit tight. It is a good idea to secure your requirements and be certain your needs are covered.

General: We have certainly seen the economic impact of our economy during the last eight months. Customers have been cautious with inventory and most processors are bringing inventory in-line with demand. It seems much of the inventory correction is over and food manufacturers are buying again. We continue to be very optimistic about our business and the food business in general.

Please contact us with any questions, and for your ingredient needs.

