



FruitSmart®

The Smart Choice...Naturally

Fruit Ingredient Supplier and Processor

FruitSmart® Newsletter

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FruitSmart®, Inc.

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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

Fruit Market Update



We generally don't publish market updates three newsletters in a row, but we are operating in some interesting fruit markets this year.

Concord Grape:

The west coast crop was off by 28-30% and the east coast crop was light as well. Couple this with the empty pipeline going into harvest and product is very hard to come by. Expect spot pricing in the low \$20's if you can find available supply. Plan on tight conditions for the next 24 months.

Dark Sweet Cherry:

Supply continues to be tight with very limited inventory available. Spot pricing between now and new crop (June/July) will likely be \$15.00 - \$20.00/Gallon.

Blackberry:

Supply continues to be tight with pricing in the \$40's per Gallon.

Blueberry:

The market has continued tight with prices rising

into the \$70-\$80/Gallon range. Chile may offer some relief, but expect tight market conditions into next harvest (August 2011).

Elderberry:

The market continues to be very tight with limited supply. We expect these conditions to continue for at least 8 months.

Cranberry:

There are signs of a strengthening market, with west coast juice stock prices being up from last year. Concentrate prices in the low \$20's still don't come close to covering grower cost, but it is an improvement from the mid to high teens we have seen for the past couple of years.

Lemon and Lime:

Markets continue to be tight.

Red Raspberry:

Some subtle strength in the red raspberry markets, with concentrate moving up from the mid-\$50's to the \$60.00 - \$65.00/Gallon range.

In general, most fruit juice concentrates and purees are in tight supply, and pricing is firmer. Give us a call if you have questions, or if we can help supply.

FruitSmart®'s Cold-Pressed NFC Apple Juice

FruitSmart® began producing Cold-Pressed NFC Unfiltered Apple Juice in August. After several months of 24/7 operations, we are pleased to offer product to new and existing customers.

FruitSmart® Cold-Pressed Apple Juice is available 9 to 11 months each year. Unfiltered Juice is currently available and clarified single strength juice will be available by summer 2011.

We can also supply other NFC juices using this technology.

We can produce a wide range of flavor and acid specifications for your specific requirement.

Please contact Jim Early or Jim Gauley for a product specification or more information.



Featured Inventory:

- Organic Apple Concentrate
 - Red Raspberry Concentrate
 - Apple Essence
 - Apple Fiber
 - Cranberry Fiber
 - Organic DS Cherry Puree
 - Grape Seed Flour
 - Grape Seed Oil
- Please call us for a quote.*

WE HAVE MOVED!

New Physical Address:

FruitSmart, Inc.
201 N. Euclid Road
Grandview, WA 98930

Happy Holidays!

Same Mailing Address:

FruitSmart, Inc.
P.O. Box 177
Prosser, WA 99350

Phone: 509-882-9956

Fax: 509-882-1455

EVENTS CALENDAR

NWFPA Expo

January 16-19, 2011
Oregon Convention Center - Portland, Oregon
www.nwfpa.org

Natural Products Expo West

March 10-13, 2011
Anaheim Convention Center - Anaheim, California
www.expowest.com

2011 AFFI Frozen Food Convention

February 19-23, 2011
Hyatt Regency Embarcadero - San Francisco, California
www.affi.com

*Please contact Jim Gauley
if you are attending any of these events
and would like to meet.*