



FruitSmart®

The Smart Choice...Naturally

Fruit Ingredient Supplier and Processor

FruitSmart® Newsletter

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Featured Inventory:

Strawberry Essence

Red Raspberry Essence

Dark Sweet Cherry Concentrate

Raspberry Concentrate

Cranberry Fiber

Grape Seed Oil

Grape Seed Flour

Red Raspberry Seeds

Please call us for a quote.

Fruit Market Update



bring you up to date.

Concord Grape:

We typically don't talk about Concord until harvest (September), but the market is such that it gets top billing. To our knowledge, all of the processors are sold out of 2009 crop, and we are entering harvest with an empty pipeline. Couple this with a low crop forecast due to weather and normal crop cycles and, 2010 will certainly bring higher pricing and somewhat limited supply. It is certainly recommended to book your requirements early and manage your projects with the supply in mind.

Organic Dark Sweet Cherry:

Harvest started late and the cull percentage has been very low. Our first organic run was small and we are expecting limited supply this season. If you need any organic cherry concentrate, it would be best to book early.

Conventional Dark Sweet Cherry:

The late harvest leaves us wondering about total supply in 2010/2011. We are just getting started, so expect higher prices than last year and less supply. It would also be best to book your cherry requirements for the next 12 months sometime in July.

Strawberry:

The Polish crop is coming in at about 80% of projections with even less going to concentrate. Field prices are rising quickly. Expect strawberry con-

centrate and puree pricing to be quite a bit higher than last year. It looks like a fairly tight market.

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Blueberry:

Prices rose significantly from their 20 year lows during the past few months and we are entering the harvest season with strong demand. Some softness in the fresh market was reported from California, but the process market seems to be holding firm. We expect the concentrate market to be in the \$35.00 - \$40.00/gallon range (up from the low \$20's last year), but still significantly less than the historical average.

Red Raspberry:

We entered the harvest with some indications of softer markets. Current indications are for a shorter crop and less supply than originally forecasted. The astronomical prices of two years ago resulted in reformulation and dropped product lines, limiting some demand. We have returned to historical market prices (\$60.00 - \$65.00/gallon for 65° concentrate), but it will take time for the demand to return. Expect stable pricing in these historical ranges, with rising prices if the northwest crop is smaller than expected.

Cranberry:

Prices at historically low levels and soft demand will drive some growers out of business. We expect continued softness with the 2010 crop, and into 2011. We have growers that would like to convert their fruit. Please let us know if we can supply your IQF or juice concentrate requirements.

In general, most of the markets are stable or firming. This is a good year to book your requirements at harvest, as we don't see the soft markets going any lower, and most of the markets will be firmer 6 months from now.

FruitSmart® Grandview Facility Update

We are less than two months from start-up at our Grandview facility and the progress has been excellent.

The freezer is up and running, the tank room and tanks are ready, and we are placing equipment in the processing area as we write this. Our press has arrived, the pasteurizer is being installed, our tanks are in place, and the receiving equipment is installed and ready. It will be a busy six weeks, but we are optimistic about the timeline.

We will have samples of cold-pressed apple (cloudy

and clear) available in the fall. Please send us an email if you would like to receive samples as soon as we are up and running. Requests can be sent to

sdelorme@fruitSMART.com or to jegauley@fruitSMART.com. Give us a call when you are in the area and we can schedule a tour.



Pasteurizer

"Success always comes when preparation meets opportunity"

~Henry Hartman