



FruitSmart®

The Smart Choice...Naturally

Fruit Ingredient Supplier and Processor

FruitSmart® Newsletter

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Featured Inventory:

Pear Juice 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.

3rd Party Audit: 98.1%!



One of the many challenges of moving into a new facility is getting the various certifications in place to support all our customer's needs. We took a big step on June 16th when Silliker completed their Food Safety Systems

Audit of our Grandview plant. We scored in their highest category (>97%) with a score of 98.1%. We are so proud of the FruitSmart® team, including Cely Dailey, Jeff Stevens, Eli Asevedo, Brandon McEntire and the rest of our staff for their ongoing efforts.

FruitSmart® is now OU Kosher



We are very excited to announce that FruitSmart's® product lines are now OU (Orthodox Union) Kosher certified. The transition was prompted by our decision to process Concord grape this season and the high level of

recognition the OU has in grape certification. The new kosher certificate can be printed from our website at <http://www.fruitSMART.com/PDFs/Certs/OUKosherCertGrandview.pdf>.

We want to thank the Kof-K for their many years of excellent service. Please contact Stephanie DeLorme or Jim Gauley with any questions.

Fruit Market Updates

Cranberry: The concentrate market is showing signs of strength with 50° pricing moving into the \$26.00/Gallon and higher range. We won't know new crop pricing for a few more months, but we are hopeful prices will rise above grower cost soon. As we approach the season for many crops in the north-west, we are all working hard to determine where markets will be during the next twelve months. The following is mostly observations, and best guesses at this stage.

Strawberry & Blackberry: Both are very short and will continue to be very short for the next year. Strawberry offering out of Poland are extremely limited and pricing is high. Domestic juice stock was in short supply. Chilean offerings were light and marginal in color. Expect strawberry concentrate, puree and other processed products to become tighter through the year with rising prices. Blackberry is in a similar situation with very limited supply.

Concord Grape: Prices remain at historically high levels and we are still 5 months from new crop concentrate availability. The east coast crop is expected to be large, and there is some damage in the west. Pricing will be driven by the raw fruit price in the east initially, but with the pipeline as empty as it has been, we don't expect much relief in 2011 - 2012.

Dark Sweet Cherry: The season is upon us and juice stock pricing is higher than normal at the start of the season. It was a very tight supply year in 2010 - 2011, so there is some unsatisfied demand. Pricing will be dependent on the length of the sea-

son, and the cull percentage as we get a few weeks into it. Call us for a quote today.

Red Raspberry: Pricing for 65° Red Raspberry Juice Concentrate held in the \$55.00 - \$65.00/Gallon range for most of the year. There are some signs of softness in demand, but we just don't know how it will settle yet. A couple more weeks until harvest.

Red Sour Cherry: Limited offerings due to the marketing order, resulting in higher prices than normal. We will need to see what the set-aside is this season before we really know where pricing should be.

Blueberry: The market volatility over the past 18 months has us guessing where it will be this season. Demand was strong and there was plenty of business done in the \$75.00 - \$85.00/Gallon range during the last 8 months, but markets seems to have softened a bit going into season. We will know more in August. FruitSmart does have a load of very good quality concentrate if anyone needs one prior to new pack.

Peach: The market seems stable for the coming year.

Lemon & Lime: Prices remain high through the new crop. We have availability of both lemon and lime concentrate and organic lemon concentrate at the moment.



Happy Independence Day!!