



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

Featured Inventory:

Apple Concentrate

Blueberry Concentrate

Apple Essence

Strawberry Essence

Apple Fiber

Grape Seed Flour

Grape Seed Oil

Red Raspberry Seed Oil

Please call us for a quote.

FruitSmart® Announces New President



It is with great pleasure at FruitSmart® that we announce the promotion of Terry Chambers to the position of President. Terry brings 29 years of juice processing experience to FruitSmart®, including his years as Plant Manager at Milne Fruit and most recently managing West Coast Operations for Welch's.

Terry has been instrumental in orchestrating much of our growth over the past several years. His com-

ination of industry experience, organization and solid leadership skills make him our natural choice to lead the company into our next series of opportunities.

Our number one goal in managing growth at FruitSmart® is to remain a customer driven company. We have great confidence that Terry and our entire staff will continue to build on this tradition. We look forward to serving our growing customer base as we continue to introduce new and exciting production capabilities.

Please join us in congratulating Terry in his new position!

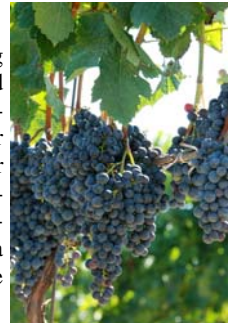
Fruit Market Update

Concord Grape: We are just starting to concentrate our Concord grape from the 2011 production. Harvest was about three weeks later than normal, with many growers struggling to hit the minimum brix targets established by the processors. The quality was good overall with higher acid than normal. Market pricing for 68° Concord grape concentrates is in the low \$20's/Gallon range, depending on quantity and quality. We expect pricing to rise late spring and through the summer months as the allocations of supply are complete and the resale market takes over. We strongly encourage everyone to book your needs early and cover through 2012.

Apple: Pricing remains high for Washington fruit, driven by new applications (sliced, diced, NFC) and higher Chinese concentrate prices. Chinese concentrate is in the \$11.90 - \$12.25/Gallon range ex-dock west coast ports, and domestic concentrate seems to be holding in the \$13.25 - \$14.75/Gallon range. Supply seems to be adequate, but we have not seen softness in the fruit so far in Washington. Apple juice stock availability is looking to be

about 25% less this year.

FruitSmart® is producing NFC cold-pressed, clarified single strength and concentrate if you have a need. Our facility is well-suited for specialty runs (variety specific, cloudy, decolorized). Give Dave Watkins a call for your specific apple juice/concentrate needs.



Pear: The higher apple prices keep the demand for pear concentrate high. Pricing seems to be \$1.50 - \$2.00/Gallon less than apple, but it is a moving target.

Blackberry & Strawberry: The concentrate markets are still short with high prices. No immediate relief in sight, but we will see where Chilean pricing comes in. Demand does seem to be affected by the current pricing, as companies evaluate their product offerings with these ingredients.

EVENTS CALENDAR

Northwest Food Processor Association Expo

January 15-18, 2012

Oregon Convention Center - Portland, OR

AFFI Frozen Food Convention

February 18-22, 2012

Manchester Grand Hyatt - San Diego, CA

Southern California IFT Supplier's Night

March 7, 2012

Anaheim Marriott - Anaheim, CA

Natural Products Expo West

March 9-11, 2012

Anaheim Convention Center - Anaheim, CA

IFT Annual Meeting & Food Expo 2012

June 25-28, 2012

Las Vegas Convention Center - Las Vegas, NV

2012 Apple Crop Outlook & Mktg Conference

August 1-17, 2012

Ritz-Carlton Hotel - Chicago, IL

Please contact us to arrange for a meeting during any of the above events.

We at FruitSmart® wish you a happy and successful new year!