



Annual Newsletter

July 2012

38th Edition

Est. 1982

We specialize in bulk fruit ingredients.

Examples of our products appear on pages 1 & 2.

Our comments and graphs representing the CONCORD INDUSTRY
appear on pages 3 and 4.

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Here are a few of the products we can offer.

Please call upon us for details and competitive quotes.

CRANBERRY

Pure Juice (NFC)

Good buys on top quality juice.

(Extracted from Grade A
berries during the drying process)

Drums / Bins/ Tankers

50°brix Cranberry concentrate

APPLE JUICE CONCENTRATE

Origin - Brazil

Large volume available

Call for details.

SPREAD THE WORD

Please pass our product listings on
to others:

Executives

Purchasing

R & D

We furnish product information,
samples and quotes.

WHITE & RED GRAPE JUICE CONCENTRATES

US / Argentinean / Mexican

White

Standard / Zero SO₂ / Deionized

Red

200 - 8000 color

Red & Purple grape crystals - 40,000 color

CONCORD GRAPE ESSENCE

US / Brazilian

Standard / OU

Organic

Blend with Red/White
concentrates

CONCORD GRAPE CONCENTRATE - 68 BRX

Concord from US Sources - LTL only until November
Type (Vinifera concentrate with Concord essence added) -
truckloads available.

FROM BRAZIL - large volume available now

- 100% Concord
- Concord type (Concord / Isabella)
- 100% Isabella - deep red Labrusca



ADDITIONAL PRODUCTS AVAILABLE

Available as juices, purees, concentrates or fresh or frozen fruits

GRAPE

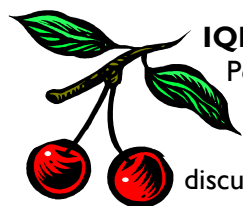
Concord
Concord/Red or
White Blends
Concord Type
Most Wine Varietals
Muscat
Niagara
Red Grape
- all colors
White Grape
- standard &
deionized

OTHER FRUIT

Acerola, Apple
Apricot, Banana
Cherry
- Sour / Sweet
Coconut Water
Grapefruit, Guava
Honeydew, Kiwi
Lemon, Lime, Mango
Orange, Papaya
Passionfruit
Peach, Pear
Pineapple, Plum, Prune
Pomegranate
Watermelon, Tomato

BERRIES

Acai, Aronia
Blackberry
-Evergreen/Marion
Blueberry
Boysenberry
Cranberry
Currant
- black/red
Elderberry
Loganberry
Maqui Berry
Raspberry
- black/red
Strawberry



IQF Sour Cherries - Product of Poland. We have stock in warehouse or ship from Poland. Contact us for specs, samples or to discuss your volume requirements.

FRUIT ESSENCES / AROMAS

**FULL LINE OF GRAPE,
FRUIT AND BERRY
ESSENCES**

70° Brix Persimmon Juice Concentrate

Product of Brazil

**We also offer
Nuts / Honey**

FROZEN FRUITS

We are taking bookings now for several new crop fruits; Apricots, Blackberries, Blueberries, Peaches, Raspberries, Strawberries and more.

Available as IQF, straight pack, juice stock or puree.

STRAWBERRIES

IQF Whole / Sliced / Diced

4+1, 27+1 sliced / whole - S/P whole capped

S/P, 4+1 puree (w or w/o seeds)

S/P chunky puree w/seeds - Organic puree w or w/o seeds



Polyethylene Lugs - a sideline Field / Harvest



Storage / Freezer Safe
Various sizes available
Stack / Nest
Printed lugs an option
We quote delivered

Contact Sue - sue@herb-barber-sons.com

NFC (NOT FROM CONCENTRATE) SINGLE STRENGTH JUICES

Apple / Citrus / Prune / Cranberry
Most Grape & Berry Varieties

ORGANIC

Fruits, Juices, Purees, Concentrates, Powders



Report on the Concord Market

US CONCORDS

Publication of our Newsletter was delayed this year to give you some factual ideas on the extent of the huge crop losses to the Concord industry in New York, Pennsylvania, Ohio and Michigan. A very unusual weather pattern saw us with temperatures in the 80's during late March which forced the Concord vineyards out of dormancy 36 days earlier than average exposing the new growing fruiting shoots to the atmosphere making them vulnerable to damage from freezing temperatures.

DID YOU KNOW?

Concord vineyards are famous for being so winter hardy vs. other fruits, surviving temperatures well below zero but once the new crop fruiting shoots are exposed they are susceptible like any other crop. Several freezes occurred causing widespread crop losses in the states of NY / PA / OH and MI. Concord vineyards are now displaying early crop estimated phases, including average number of clusters per vine and berries per cluster. Total crop loss to the **2012** Concord crop is estimated to be approximately 150-200,000 tons.

The **2011** Concord crop harvested in the US totaled 418,800 tons, 12.2% more than was produced in 2010 and slightly higher than the 10 year average which was 416,400 tons. See Chart 1.

NY / PA / OH

2011: The 3 state area produced 202,210 tons, 6% more than was produced in 2010. The season was accompanied by excellent weather and early harvest. Vineyards went into dormancy in top shape, headed for a big crop in **2012**. **2012** losses vs. **2011** are estimated to be approximately 60 percent. Damage is spotty between locations up to 90% loss.

Michigan

The **2011** crop produced 55,100 tons, one of the biggest on record and nearly 3 times more tons than in 2010. The growing season was uneventful and the vines entered winter in great condition following an early harvest season.

2012: Spring frost damage is widespread throughout the state. Many vineyards will not be harvested. Some estimate an 80% reduction from **2011**.

Washington

In **2011** they produced 156,000 tons of Concord, 4% less than in 2010. A fairly poor growing season followed by a late harvest sent the vineyards into winter in reasonable shape with no fall freezes. **2012** WA is the only Concord production area that had no serious spring frost damage and the new crop is estimated to be 10-15% higher than **2011**.

International Concords

Brazil has become a big factor in the N. American Concord market. See our offering on page 1. Large volume of 68 brix is now available for prompt shipment.

Grape Prices

Growers selling their **2011** crops to cash processors received an average of \$251/ton at 16 brix, up 2% from a year ago. Growers delivering to Washington processors averaged \$250 for 16 brix, up \$42/ton or 20.2% from the previous year. See Chart 2.

Concentrate Prices & Market

See Chart 3 - low carryover inventory continued to cause 68 brix prices to increase to approximately \$21.00/gallon in the East and \$20.00 in Washington. Those numbers have bounced around. At the moment only LTL quantities can be found in the US.

Request for Quotes:

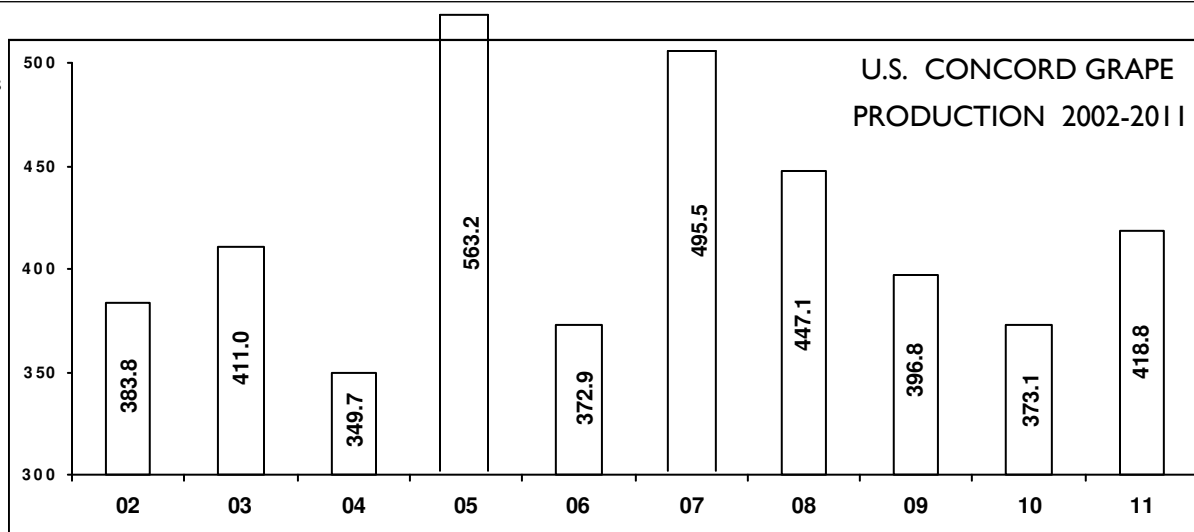
If you appreciate receiving our Newsletter information we would appreciate receiving your requests for quotes on Concord & the other industrial ingredients that we offer. It would be our pleasure to be of service to you.



The following charts highlight the '11 Concord crop and history of the industrial market.

Tons/000's

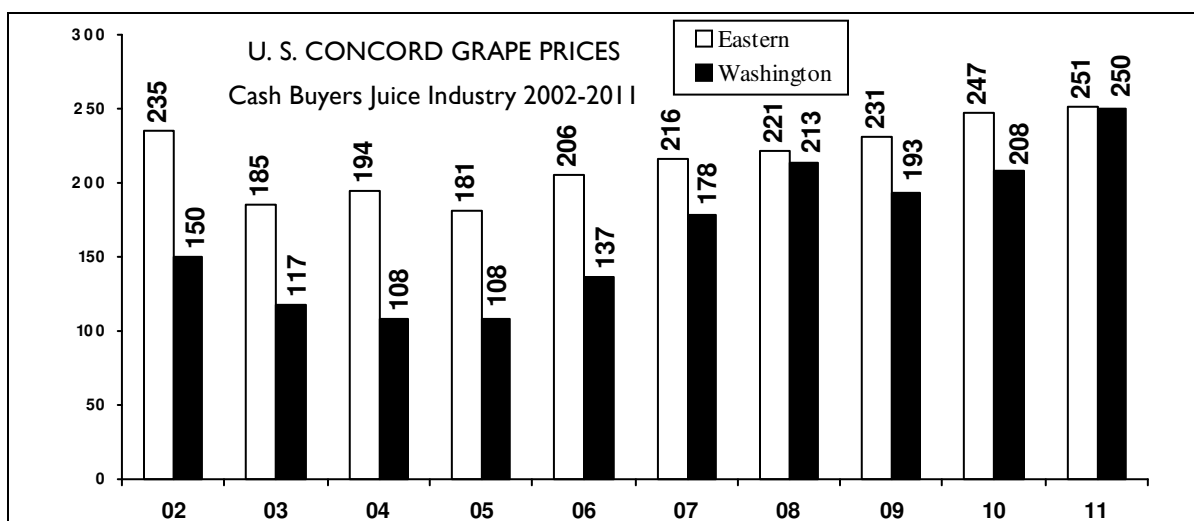
Chart 1



Although 2011 production was improved from 2009 and 2010 carryover volumes were low.

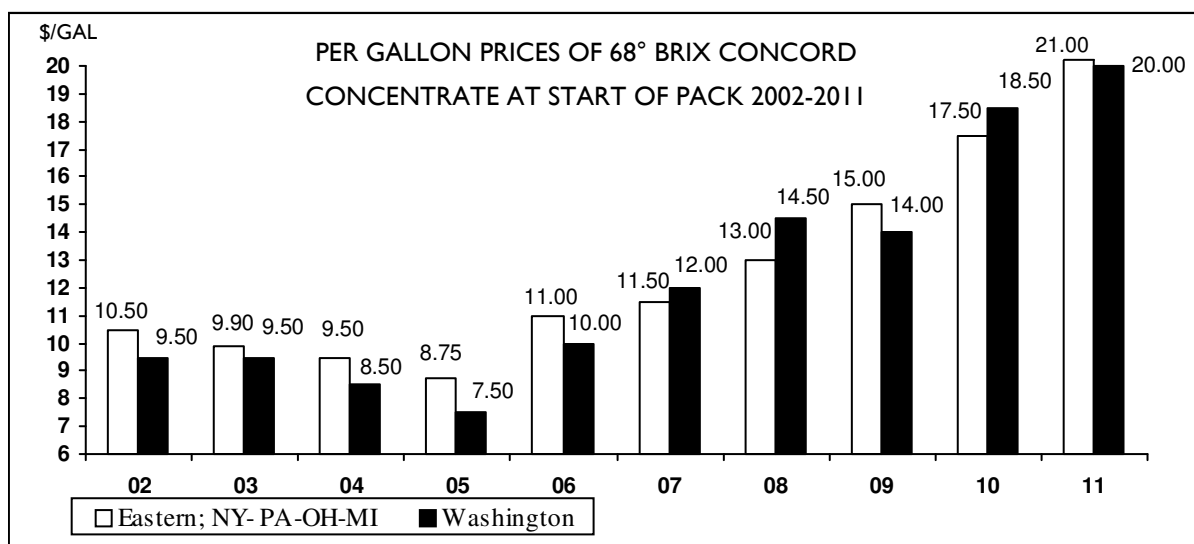
\$/TON

Chart 2



Prices paid growers advanced in both the Eastern and Western growing areas.

Chart 3



Pricing for truckloads of drums opened at the highest level in history but demand exceeds supply.