

# Annual Newsletter

## March 2008

34th edition

Est. 1982

A brief report on the Concord grape crop and market appears on pages 1 and 2. If you have no interest in Concord, please check pages 3 and 4 which describe the industrial ingredients we handle.

### US CONCORDS

The 2007 Concord crop harvested in the US totaled 518,470 tons, the second largest crop in history, up 39% from last year and 28% larger than the previous 10 year average.

All 3 growing areas NY-PA-OH, MI and WA had above average crops indicating the growing season in all areas was good to ideal. No serious winter injury, spring frost, poor pollination or fall frost had occurred last year which allowed the grapes to set heavy crops and ripen well. See chart 1.

#### Grape Prices

Carryover inventory of cash market processors was low going into the 07 harvest and they raised their prices slightly from last year, trying to keep their growers financially healthy and get their share of available grapes. See chart 2.

NY / PA / OH - The 07 crop was 15 % larger than 06 resulting in a long harvest but good quality. A dry summer & large yields per acre have reduced the quantity of

fruiting wood available for the 08 crop but the fruiting buds should be extra fruitful.

MI - The 07 tonnage was 400% higher than their very short crop in 06. Good weather prevailed throughout the harvest & the vines are in good shape to produce an average crop in 08.

WA - The crop was 42% larger than in 06 but produced above average quality. Prospects for 08 are average for the remaining acreage. It is significant that it is estimated about 10% of the Concord acreage is being removed and the land planted to Hops. WA produced 249,000 tons of Concord in 07 & averaged 210,000 during 03-07.

#### Concentrate Prices

The opening per gallon prices of 68 brix Concord concentrate increased substantially in WA from the previous year but only slightly in the East. Concentrate being offered out of NY State was priced lower than expected as a major bulk concentrate

processor may have misjudged the market. It reversed the trend where traditionally Eastern prices were about a dollar per gallon higher than Western prices reflecting the freight from Washington to Eastern markets. (The freight is now about \$1.50/gallon) See chart 3.

#### Market Outlook

Of the 6 US processors who sell bulk Concord juice and concentrate at least 3 of them are already sold out of the 07 production and we expect the others will find ready markets as the months go by. It is suggested that end users who have not booked their requirements through November of 08 should consider doing so.

#### 08 Crop Prospects

Vineyards in all production areas entered the dormant season in very good condition with no fall frost or 07-08 winter injury anywhere. As of March 20 prospects for the 08 crop are a little below average. The most recent 10 year average is 405,000 tons.

**\*\* 26 YEARS \*\***

*Thanks to all of our many clients & friends!*

*The motto of our family owned business remains:*

*Honesty*

*Integrity*

*Confidentiality*

*Dedicated, personalized service to our clients*

### Herb Barber & Sons

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### INTERNATIONAL CONCORDS

#### Ontario:

This will be our last report on the Concord industry in Ontario because the lone Concord and Niagara grape processor closed its plant and released all of its growers. A small percentage of the growers are contracted to US grape processors and most of the others have accepted a stipend offer from the government compensating them if they remove their vineyards.

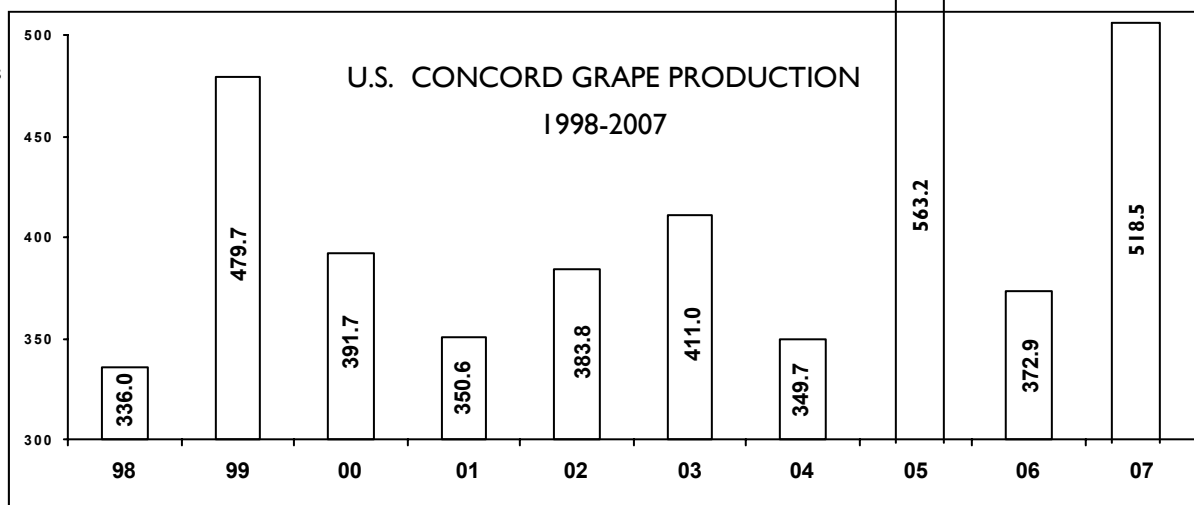
#### Brazil:

The 08 crop was harvested during January and February and was above average in size. Due to the strong economy and accompanying increased domestic demand for Concord products we do not expect Concord or Concord Type concentrates will be imported into the North American market this year.



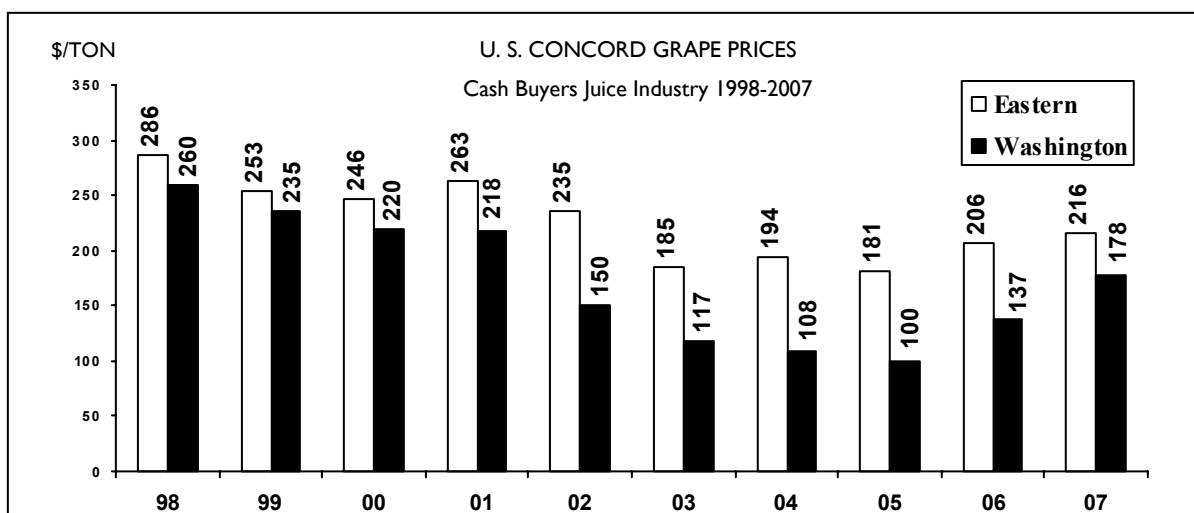
Tons/000's

Chart 1



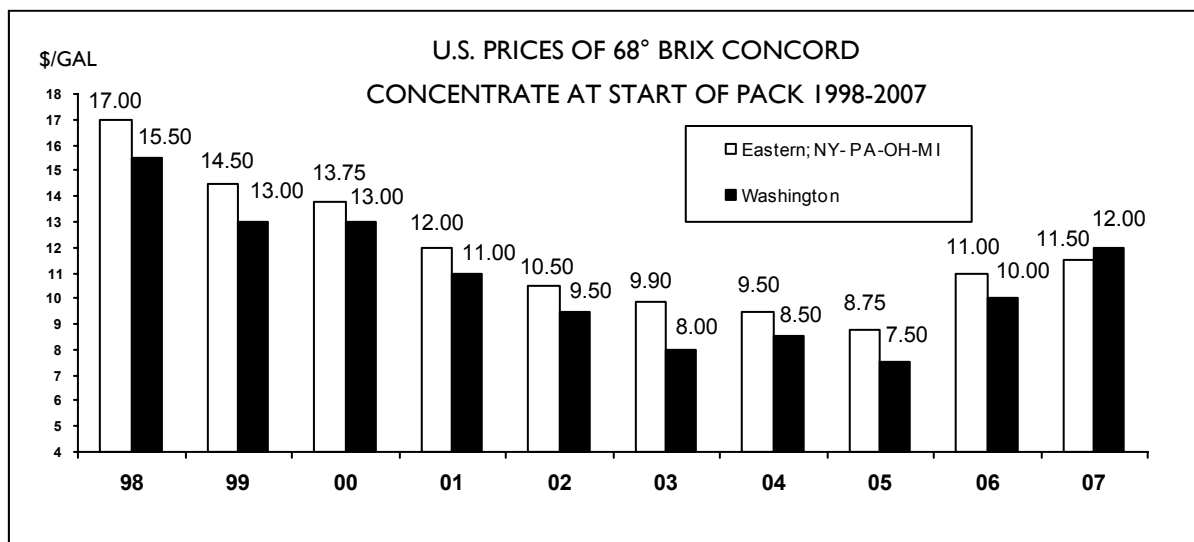
The '07 crop was the 2nd largest in history, up 39% from last year and 28% larger than the 10 year average.

Chart 2



Prices paid growers advanced in both Eastern & Western growing areas in spite of the large crop estimate.

Chart 3



'07 prices advanced 20% in the West but only slightly in the East. We don't recall that in our 26 years Western prices were higher than Eastern.



## GRAPES IN ALL FORMS

Red Grape concentrate; 68° brix, priced by color

Pink to 200 to 1600 US & Offshore

2000 from Mexico

8000 from US & Brazil

White Grape concentrate; 68° brix, priced by style

Standard to Extra Light, Deionized, Organic, Kosher

Labrusca Grape concentrates; 50-68° brix, priced by variety

Concord, Niagara, others, conventional & organic

Vinifera grape concentrates; 68° brix, priced by variety

Large selection of White & Red

Chardonnay to Zinfandel

Conventional & Organic

Hand picked fresh grapes from Washington and California

Shipped reefer in cartons and one way bins

Mechanically harvested loads of grapes

Most varieties from East & West US and Canada

Single strength juices shipped in tank trucks, drums or pails

East & West US and Canada

Grape purees; single strength & concentrated

East & West US

Seedless Concord puree from NY & WA

## **GOLDEN 8000**

### **New from Brazil**

We are agents for Golden Sucos

68° brix Grape concentrate with very deep purple 8000 color at 520 n.m. Compares to California Mega.

Call for pricing & samples.

You may declare it as grape concentrate on your labels.

## **DID YOU KNOW?**

The term **BRIX**, measured by specific gravity and refractometer, designates the degrees (%) of natural sucrose (sugar solids) in fruit & vegetable juices. It varies between products & is used to determine volumes, formulas & dilution rates. As the water is boiled off during concentration under heat & vacuum, the fruit or vegetable sucrose remains and the brix increases to optimum levels. Excess heating has detrimental effects on color and flavor. The standard commercially offered brix levels are 50° for Cranberry, 50-65° for berries, 68° for grape & 70° for Apple, Pear and vegetable concentrates.

Concord Grape Essence (Aroma) – 150 fold from Washington & Brazil – “Fold” refers to the usage rate. 1 part essence treats 150 parts of reconstituted Concord juice.

Available from warehouse at all times.

## FULL LINE OF FRUIT ESSENCES

Standard &  
high fold



# INGREDIENT LISTING

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

## GRAPES

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  
- RSP/Dark Sweet  
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  
Raspberry  
- black/red  
Strawberry

## DRIED FRUITS

Apples, Apricots, Bananas, Cherries,  
Dates, Figs, Nectarines, Oranges,  
Peaches, Pears, Plums, Prunes, Rai-  
sins and Mixed Fruits

## NUTS

Almonds, Brazils, Cashews, Filberts,  
Macadamias, Peanuts, Pecans,  
Pinenuts, Pistachios, Walnuts, Sun-  
flower Kernels and Mixed Nuts

HONEY / MOLASSES / GINGER

PUREES / JUICES / POWDERS

## DRIED FRUIT PUREES AND BUTTERS

## CRUSHED CITRUS PUREES

## ORGANIC NONI JUICE SPECIAL BULK PRICES

- Full loads (20,000 liters) @ \$2.05/liter delivered
- 6,000 liters or more @ \$2.50/liter delivered

Call us for delivered pricing for less than 6,000 liters.  
Prices apply to U.S. and Canadian destinations.  
Additional volume discounts are available.

## NONI LEAVES FOR TEAS

## BOROJO POWDER

AGENTS FOR LEAP  
OF FATIH FARMS  
OF PANAMA

## TROPICALS

Pulps / Purees  
Juices  
Concentrates

## ORGANIC

Large line of organi-  
cally certified fruits,  
juices, purees, concen-  
trates and powders

## ORGANIC EASTERN CONCORD

Grapes  
Juice / Concentrate

## KOSHER

Most of our products  
may be certified  
Kosher

Please visit our website  
for New Products  
and Information

[www.herb-barber-sons.com](http://www.herb-barber-sons.com)

Polyethylene Lugs - Food Grade  
Field / Harvest / Factory  
Storage / Freezer Safe



Various sizes available  
Stack when full  
Nest when empty  
Printed lugs an option

## CHALLENGE US

Sourcing / Samples / Quotes  
Details on any of our products

Find markets for your  
excess inventory  
Herb / Van / Sue