

SINCE 1982



Annual Newsletter

April 2010

36th Edition

Est. 1982

With 28 years of experience in the industrial fruit ingredient market,
we are pleased to provide: Sourcing / Samples / Quotes & Product Details.
Confirm & Expedite your orders. Also to find markets for your products.
CONCORD REPORT is on pages 3 & 4.

EXAMPLES OF OUR PRODUCTS

Herb Barber & Sons

7193 E. Main Road
Westfield NY 14787
Phone: 800-388-5384 or
716-326-4692
Fax: 716-326-6692
www.herb-barber-sons.com

President:
Herb Barber
herb@herb-barber-sons.com

Secretary/Treasurer:
Joan Barber

Vice President of Sales:
Van Barber
van@herb-barber-sons.com

Account Manager:
Sue Shearer
sue@herb-barber-sons.com

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

GRAPES

OTHER FRUIT

BERRIES

Concord
Concord/Red or
White Blends
Concord Type
Most Wine Varietals
Hand picked in bins
Niagara
Red Grape- all colors
White Grape
- standard &
deionized

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

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

SALES FOR QUEBEC PRODUCTS

CONVENTIONAL & ORGANIC

CRANBERRIES

IQF / Puree / Dried / Powder,
SS juice & concentrate / Tea

BLACK CURRANTS & WILD BLUEBERRIES

IQF / Puree / Dried / Powder / SS juice / Tea

Concord Grape Essence (Aroma)

150 fold from Washington & Brazil
Available from warehouse at all times

FULL LINE OF FRUIT ESSENCES -
Standard & high fold

Strawberries from Florida

4+1 sliced / whole
S/P whole capped
S/P puree (w or w/o seeds)
4+1 puree with seeds
S/P chunky puree w/seeds
Organic puree w or w/o seeds



ADDITIONAL PRODUCTS AVAILABLE

- DRIED FRUITS
- BULK NUTS
- CRUSHED CITRUS PUREES

Orange
Lemon
Lime
Grapefruit

From Chile

Grape Concentrates
Red 400, 800, 1000
Color

Concord - Muscatel
Apple & other fruit
juice concentrates

FROM BRAZIL

- ~~CONCORD / CONCORD TYPE~~
GRAPE CONCENTRATES
2010 NOT AVAILABLE
- 8000 COLOR GRAPE
CONCENTRATE
- APPLE JUICE
CONCENTRATE
- ACEROLA CONCENTRATE

ORGANIC NONI JUICE

- Full loads (20,000 liters) or 1000 liter unit
LTL pricing available.
- **Noni leaves for tea**
- **Borojo powder**

Agent for Leap of Faith Farms of Panama

RED RASPBERRIES

IQF / Crumbles / Purees / Juice Stock / Juice concentrates

APPLE JUICE CONCENTRATE - US / CHINA / BRAZIL / CHILE

EXOTIC JUICES, PUREES & CONCENTRATES

ACAI / BOROJO / MANGOSTEEN / NONI / POMEGRANATE

NFC (not from concentrate) Single strength juices

Apple / Citrus / Prune / Cranberry

Most Grape & Berry Varieties

HIGH COLOR

2000 - 8000

RED / PURPLE

GRAPE

CONCENTRATES

US / BRAZIL / MEXICO

Seedless Concord Grape Pulp

Unique product for jam,
bakery, specialty from
Agri-America

Contains whole pulps &
macerated skins

OU Kosher / Organic

Concord Concentrates

Domestic

- Standard
 - Kosher
 - Organic
- Brazil - Chile

RED & WHITE GRAPE CONCENTRATES

Domestic

South American

- Standard
- Organic
- Kosher
- Deionized

Polyethylene Lugs - Food Grade

Field / Harvest / Factory

Storage / Freezer Safe

Various sizes available

Stack when full

Nest when empty

Printed lugs an option

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



TROPICALS

Pulps / Purees

Juices

Concentrates

ORGANIC

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

EASTERN & WESTERN ORGANIC

CONCORD

Grapes / Juice / Concentrate



Report on the Concord Market

US CONCORDS

The 2009 Concord crop harvested in the US totaled 396,790 tons, 50,340 tons or 11% less than in 08 and 7% less than the previous 10 year average. See chart 1. The crop size and conditions varied considerably between the 3 growing areas as described below.

NY/PA/OH - Parts of this area were hit hard by spring frosts resulting in many growers leaving vineyards unharvested. The tonnage harvested was 24% less than in 08. A cool, rainy growing season caused late and poor ripening with thousands of tons being harvested at below minimum brix. It also indicates buds developing to produce the 10 crop will be below average in fruitfulness. No serious fall frosts or winter damage occurred. Prospects for the size of the 2010 crop are slightly below average.

Michigan -The 09 crop was nearly equal in size to the 08 crop but yields per acre were below average in both years. The cool growing season included losses to spring and to fall frosts, a late harvest with excess rain and delayed maturity. No winter damage is reported. Prospects for the 2010 crop are below average.

Washington -The area produced a crop of about average size and of good quality. Serious fall frosts reduced the yields per acre for many vineyards and also reduced their crop potential for 2010 as leaves were killed before the fruiting wood had cured.

Prospects are for an average 2010 crop.

GRAPE PRICES

Industrial carryover inventory was very low approaching the 09 harvest. Eastern estimates of a reduced crop caused cash market processors to raise the prices an average of \$10.00/ton higher than in 08. The opposite occurred in the west as estimates of an increase in crop size caused cash market prices to drop \$20.00/ton. See chart 2.

CONCENTRATE PRICES

The opening prices increased in the east and declined in Washington. See chart 3. Prices have risen substantially since then and availability is practically nonexistent with processors sold out until the new crop concentrate becomes available in November.

NOTE →

2010 CROP PROSPECTS

Vineyards in the 3 growing regions are entering spring with a variety of crop potential. Although it's a guess at this time of year, our impression is the 2010 crop will produce less tonnage than the past 10 year average which was 416,200 tons.

INTERNATIONAL CONCORDS

Brazil - The 2010 harvest which was completed during January - March was a huge disappointment due to excess rain, grapes rotting on the vine or falling to the ground and below average quality.

We don't expect any Concord or Concord type concentrates will be available for export and the supply could be short of their domestic market requirements.

Chile - Will export a very small volume due to limited acreage

An Opportunity

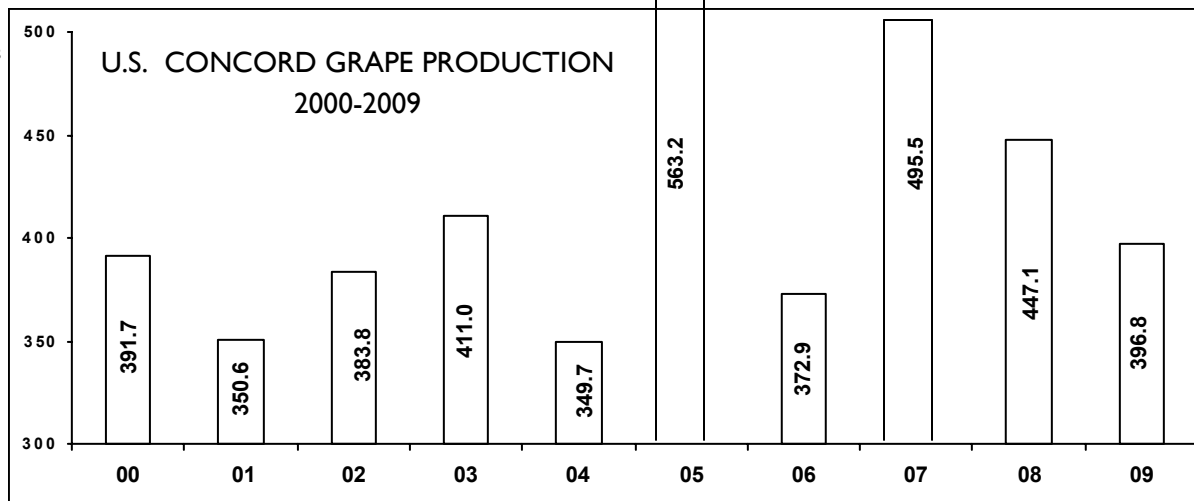
If you find you overbooked and want to sell off a load or more of Concord concentrate, please call us. We can guarantee we'll find you some profit.



The following charts highlight the '09 Concord crop and history of the industrial market.

Tons/000's

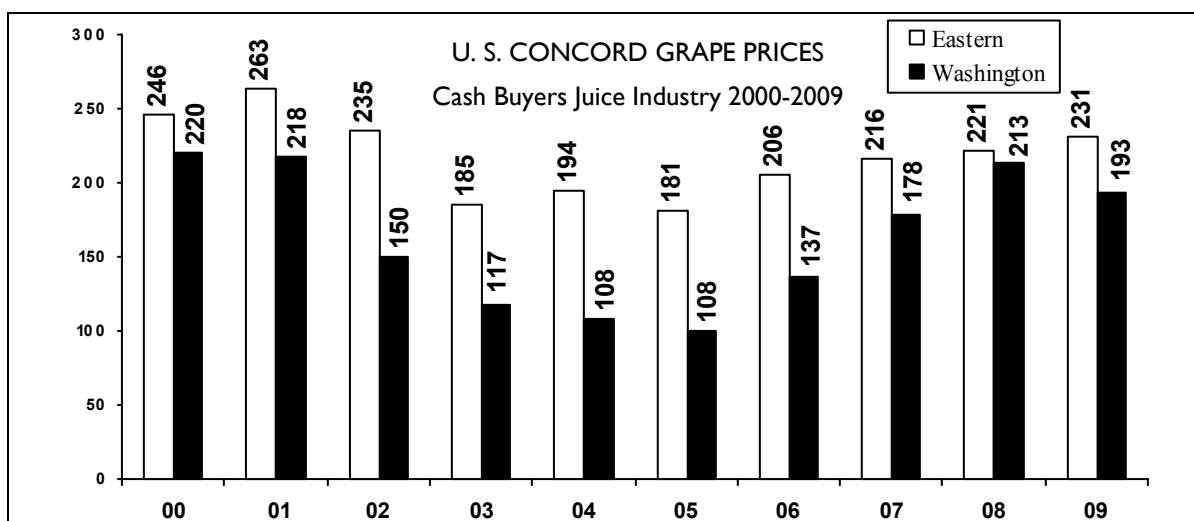
Chart 1



The '09 production dropped back to below the 10 year average of 424,500 tons

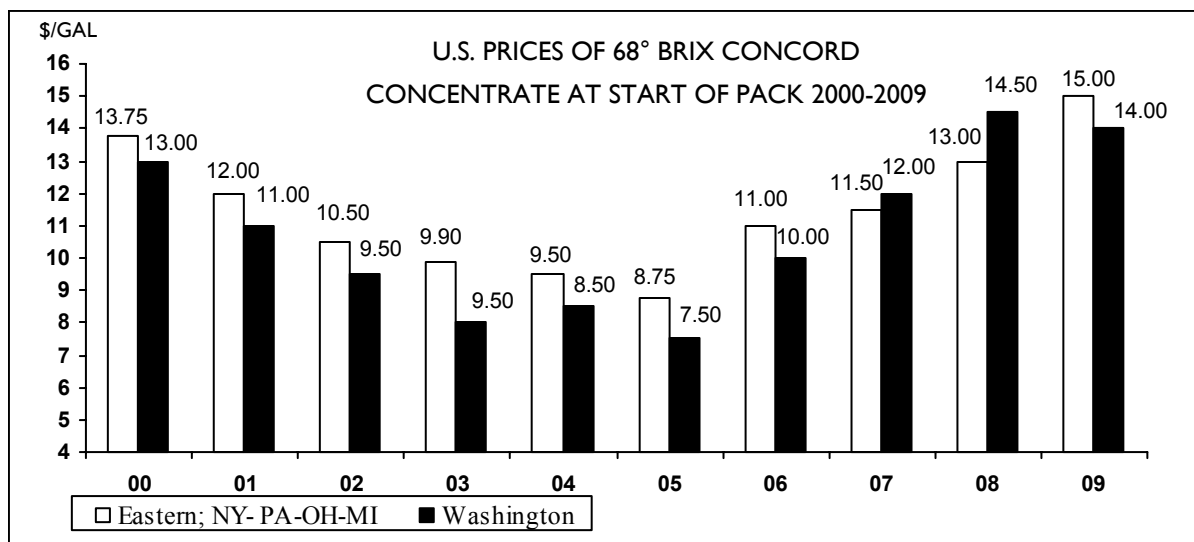
\$/TON

Chart 2



Prices paid growers advanced in the Eastern growing areas, dropped in Washington.

Chart 3



'09 prices continued to rise in the east but dropped in WA. Both are the highest in the past 10 years.