

SINCE 1982



Annual Newsletter February 2011

37th 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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**Please check our web-
site for updates on
available products.**

**Please pass this along
to the proper party in
your company.**

Subscription free

CONCORD GRAPE

ESSENCE

US / Brazilian

Standard / OU

Organic

**Blend with Red/White
concentrates**

INTRODUCING NEWLY DEVELOPED GRAPE COLORS

DRY RED 40,000 COLOR

- 100% Natural **powdered** color
- Extracted from whole California grapes
- Rated at 40,000 - 46,000 color
- Non-Hygroscopic / Water Soluble
- 3 year shelf life / Dry storage
- Particle size 100% through 60 mesh

3 MORE

Packed as 68 brix concentrates

- Magenta Shade
- Red Shade
- Red Berry Shade

Grape
(14,000-20,000 color)

Grape
(14,000-20,000 color)

Elderberry
(6,000-12,000 color)

60-68 BRIX 4000 & 8000 COLOR GRAPE JUICE CONCENTRATES

Purple or Red

All above are: • Products of US

- OU Kosher / Some Passover
- Available East & West coasts

EXOTIC JUICES, PUREES & CONCENTRATES

ACAI / BOROJO / MANGOSTEEN / NONI / COCONUT WATER / MAQUI BERRY



ADDITIONAL PRODUCTS AVAILABLE

NEW OPPORTUNITY

APPLE JUICE CONCENTRATE FROM BRAZIL

**HACCP / FPA SAFE
FRUIT CONCENTRATE PROCESSOR**

RETOOLED TO PRODUCE 70° AJC

FIRST EXPORTS MARCH 2011

ESTIMATE 1.5-2.5 ACID

EXCLUSIVE AGREEMENT POSSIBLE

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

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

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

AJC

S. America
US, Europe & Chinese

NFC

Domestic
Apple Juice in tankers
or drums - OU Kosher

RED & WHITE GRAPE CONCENTRATES

Domestic
South American

- Standard
- Organic
- Kosher
- Deionized

VARIETAL GRAPE JUICES & CONCENTRATES

Full line - Eastern & Western

N. America / Imported

HAND PICKED GRAPES

Washington

CRANBERRIES

Bulk juice stock / IQF / Puree
Dried & Sweetened / Single
Strength NFC juice in
tankers, drums or totes
50 brix juice concentrate

NFC (NOT FROM CONCENTRATE) SINGLE STRENGTH JUICES

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

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

OVERSTOCK PRODUCTS

We may be able to help find markets for
your bulk surplus products.
Contact us with details



Report on the Concord Market

US CONCORDS

The 2010 Concord crop harvested in the US totaled 373,090 tons, 6% less than in 2009 and 10% below the previous 10 year average. See chart 1.

NY/PA/OH - In spite of serious spring frost losses in the Eastern end of the Lake Erie belt, the crop exceeded 09 by 30%. An ideal growing season, with an early harvest, resulted in developing above average fruiting buds for the 2011 crop and well cured out wood before winter set in. Prospects for the 2011 crop are above average.

Michigan - Several spring frost nights reduced the crop by about 60% from 09. As in NY/PA/OH a very good growing season will result in above average fruiting buds in 2011. Prospects for the 2011 crop are now above average.

Washington - An unusually poor growing season in the Yakima Valley reduced the crop by about 21% from 09. A late harvest left fruiting wood vulnerable to winter damage which occurred in late November when well below 0° temperatures caused serious bud loss in a wide portion of the area

vineyards. Prospects for 2011 are below average.

GRAPE PRICES - See chart 2.

Eastern growers selling to cash processors received an average of \$247/ton up 7% from 09. Washington growers averaged \$208/ton up 8%. The figures are based on 16.0° brix. Differentials in prices are paid above and below 16.

CONCENTRATE PRICES & MARKET - See chart 3

There was very low carryover going into the harvest. Opening per gallon prices were the highest we've observed in our 29 year history and all concentrate processors sold out fast. Very little 68 brix is now available and prices have advanced.

If you overbooked and want to sell a load or two, please let us know. **We could find you a nice profit.**

INTERNATIONAL CONCORDS

BRAZIL is now in the 2011 crush. Estimates are for a crop of about average size. We'll know by March how big it was.

CHILE - The small quantity produced there will find a ready export market. Call us about it.

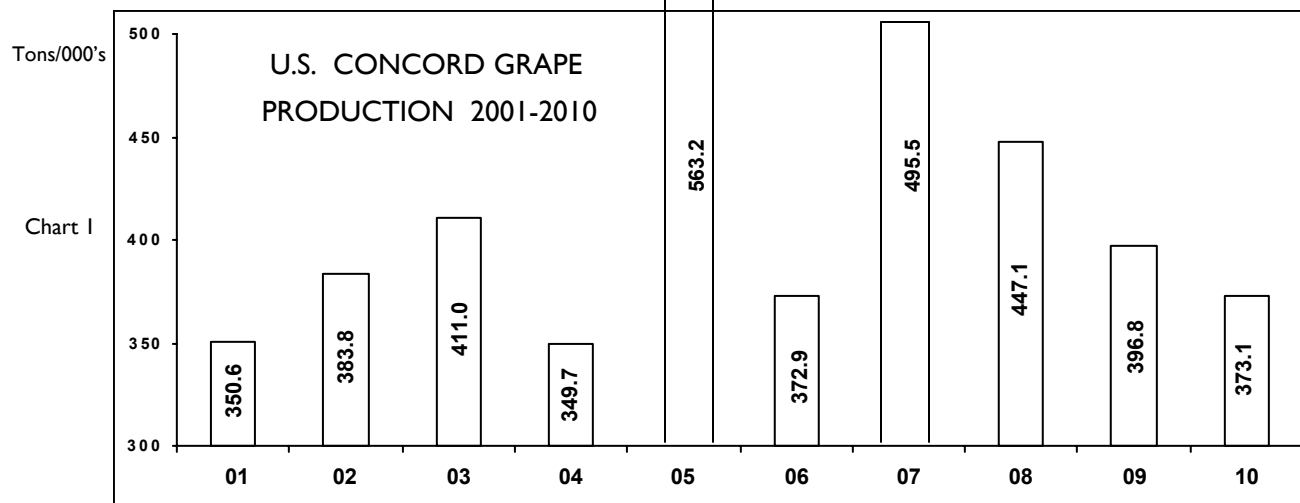
DID YOU KNOW?

Concord grapes of the native American Labrusca family are commercially grown in only 3 areas of the US; all in moderate latitudes with 4 distinct seasons; spring, summer, fall and winter. To thrive, they require a 180 day frost free growing season and about 40 days of below freezing winter weather. These factors eliminate most of the country - too cold - too hot, etc. Concord, the most hardy of grape varieties, are sensitive to winter damage if severely below zero, spring frosts and hail, poor pollination, out of balance heat units, excessive rain and fall freezes.

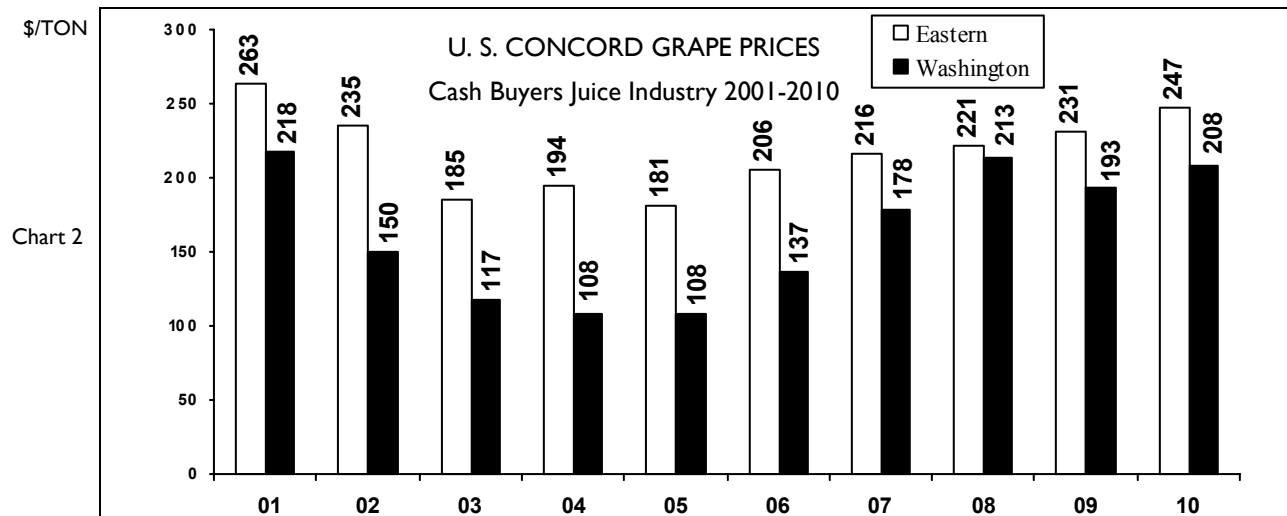
Time will tell;
each year is different.



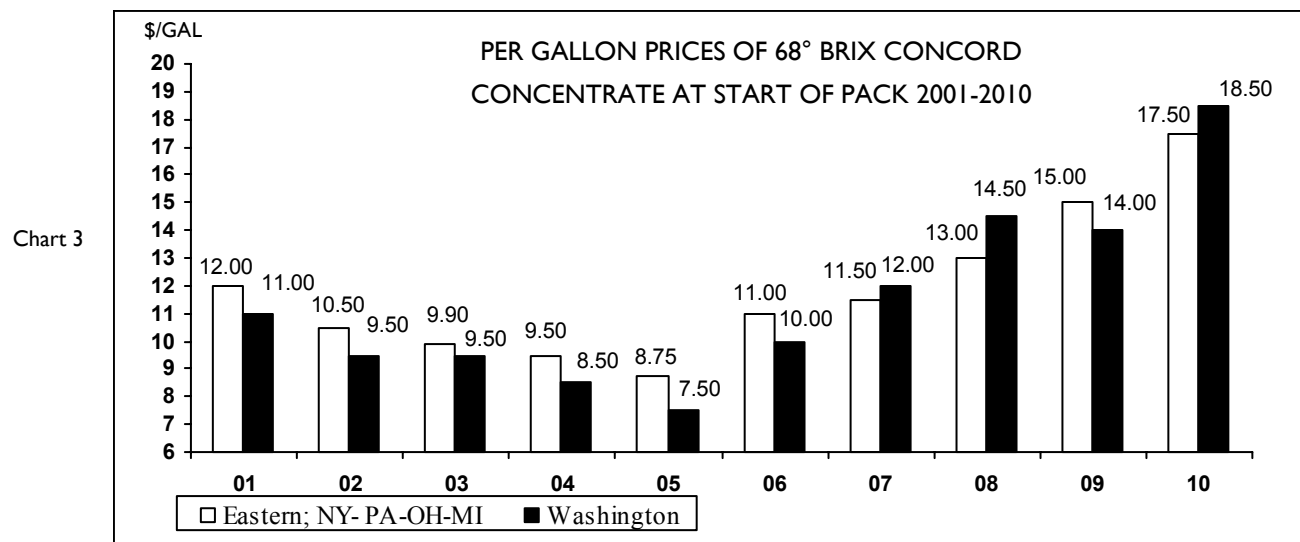
The following charts highlight the '10 Concord crop and history of the industrial market.



The '10 crop at 373,100 tons was 6% smaller than 09 and 10% below the previous 10 year average of 416,200 tons.



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



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