



Annual Newsletter

April 2013

39th Edition

Est. 1982

INDUSTRIAL BROKERS / TRADERS

specializing in bulk fruit ingredients.

Examples of our products appear on pages 1 & 2.

Comments and graphs representing the CONCORD INDUSTRY - pages 3 & 4

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

Herb Barber
President

herb@herb-barber-sons.com

Joan Barber
Treasurer

Van Barber
V.P. of Sales

van@herb-barber-sons.com

Sue Shearer
Account Executive

sue@herb-barber-sons.com

CONCORD GRAPE ESSENCE

US / Brazilian

Standard / OU

Organic

*Blend with Red/White Grape
concentrates*

Here are a few of the products we can offer.
Please call upon us for details / quotes / samples.

DICED DARK SWEET CHERRIES DISCOUNT PRICING

1/2" X 1/2" X 3/4"

Straight pack frozen in drums, Grade A, Kosher
4 truckloads, \$.65/lb, LTL \$.75/lb ex-Michigan

AJC (Apple Juice Concentrate) BRAZILIAN

Exclusive contracts available

Large quantity medium acid - Packed by Golden Sucos
GMA Safe - ISF

DOMESTIC & CHINESE

Tankers, totes and drums / warehoused LTL

SPICES

Industrial Packing

New product line for our company - OU Kosher
Contact Sue for information, quotes and samples

Spices / Herbs / Chiles / Peppers

Beans / Grains / Rices / Organics / Extracts

Blends / Custom orders

CONCORD JUICE, PUREE & CONCENTRATE

We specialize - Domestic / Brazilian

ISABELLA GRAPE JUICE CONCENTRATE

Brazilian - the world's only major source



ADDITIONAL PRODUCTS AVAILABLE

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

GRAPE

OTHER FRUIT

BERRIES

White & Red generic 68 brix
Domestic / S. American / Italian / Mexican
Standard, Deionized, Organic, Kosher

All **Labrusca** (Concord, Niagara, Catawba)
juices or concentrates

All **Vinifera** varieties available
as juices & concentrates ex-CA
Request samples

CRANBERRY - Fruit, Juice, Concentrate
Best quality juice extracted from Grade A
berries. Product of Quebec / Domestic

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

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

Frozen & concentrated **EXOTIC** fruits;

Acai, Acerola, Coconut, Goji,
Mangosteen, Noni,
Persimmon, Pomegranate.

FRUIT ESSENCES / AROMAS

FULL LINE OF GRAPE,
FRUIT AND BERRY
ESSENCES

Nuts / Honey Conventional / Organic

BULK PRUNES

RAISINS FROM CALIFORNIA

- **Dried Raisins - Natural / Oil dressed
Organic / Midget / Mini / Micro / Flame**
- **Raisin Paste**
- **Raisin Juice concentrate**

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

The 2012 US Concord crop totaled only 303,110 tons, the shortest crop in our records back to 1982. It was caused by severe spring freeze damage to Eastern vineyards. Unusually warm weather in March started the growth cycle 60 days too early and pushed fruiting buds out of their protective caps making them vulnerable to being killed by freezing weather. Several freezes occurred through April and in many cases killed both the primary and secondary fruiting buds. The crop was 114,000 tons less than 2011 and 126,200 tons less than the previous 5 year average. See Chart 1.

NY – PA - OH

Freeze damage losses varied from no crop to some good crops. A very good growing season with a short crop load caused an early harvest and produced an abundance of fruiting wood for 2013.

MICHIGAN

Michigan was hit harder than the other Eastern states, producing a crop of only 21,000 tons, 64% less than last year & 59% below the 5 year average. Growers there are having some tough times because the 2012 crop was actually larger than 2010 when they only produced 18,100 tons.

WASHINGTON

Produced an above average crop totaling 167,000 tons of Concord, 11,000 tons or 7% more than last year in spite of 3000 acres (estimate) of Concord vineyards removed and planted to other crops. 2012 was only 9% under the 5 year average.

CROP PROSPECTS

No serious fall freeze damage and no winter injury in any areas. No spring frost losses as of mid April. Bring on 2013! Could be a BIG crop.

GROWER GRAPE PRICES

Reached the highest in our history, since 1982. See Chart 2. Eastern prices for 16 brix Concord averaged \$286, in Washington \$274/ton.

Concentrate Prices & Market

See chart 3 – 68 brix concentrate prices did not increase as expected due to the short crop and low carryover inventory. Most of the freeze losses were in the East where a small % is processed for concentrate sales. Most of the US industrial Concord concentrate is produced in WA where crop volume was generous. Contact us – we have sources.

BRAZILIAN CONCORDS

They had good crops in 2012 and have just finished harvesting their 2013 crop. Considerable volume of Concord and other grape concentrates are being offered for export sale. Contact us for details

REQUESTS FOR QUOTES

We welcome your requests for quotes, samples and information. We specialize in industrial fruit and berry products fresh & frozen, as juices, concentrates and purees; domestic and off shore. OUR GOAL – to help your business succeed!

DID YOU KNOW

The Concord variety made its debut in 1854, appropriately named after the Massachusetts village of Concord where the first of its variety was grown.

Ephraim Wales Bull, a Boston native, developed the Concord grape in 1849. He planted some 22,000 seedlings in all, before he had produced the ideal grape. In 1853, Mr. Bull put the first bunches of his Concord grapes before the public and won a prize at the Boston Horticultural Society Exhibition. From these early arbors, fame of Mr. Bull's ("the father of the Concord grape") Concord grape spread world-wide, bringing him up to \$1,000 a cutting.

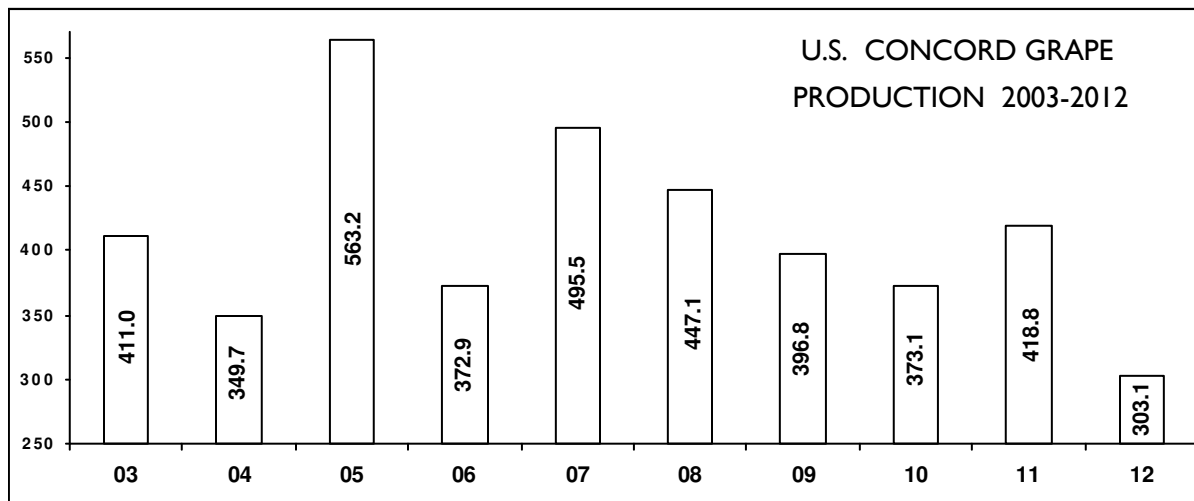
Cuttings are from fruiting canes to propagate new vines.



The following charts highlight the '12 Concord crop and history of the industrial market.

Tons/000's

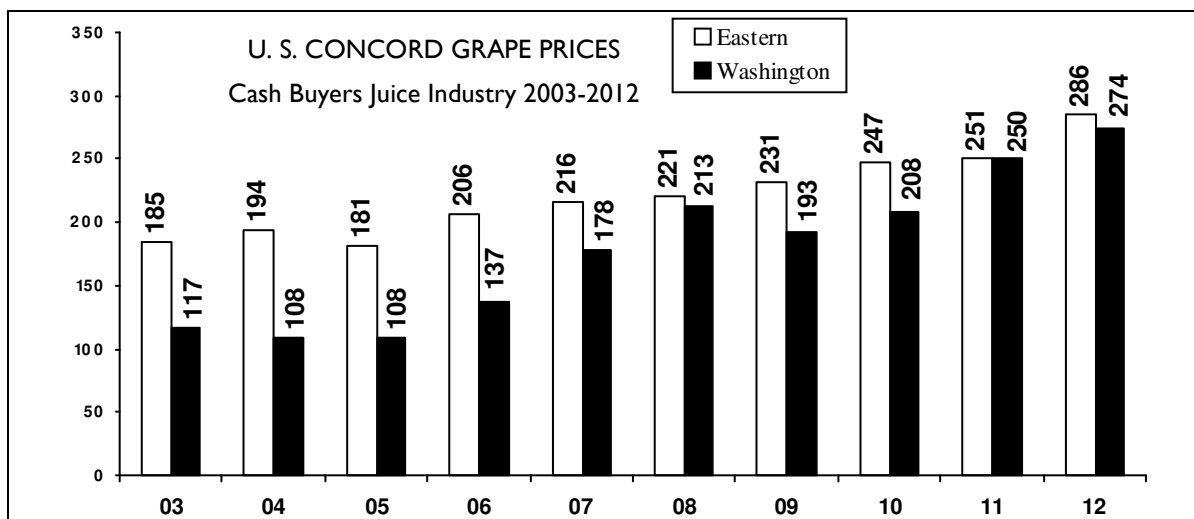
Chart 1



The 2012 crop was the smallest since we started keeping records in 1982.

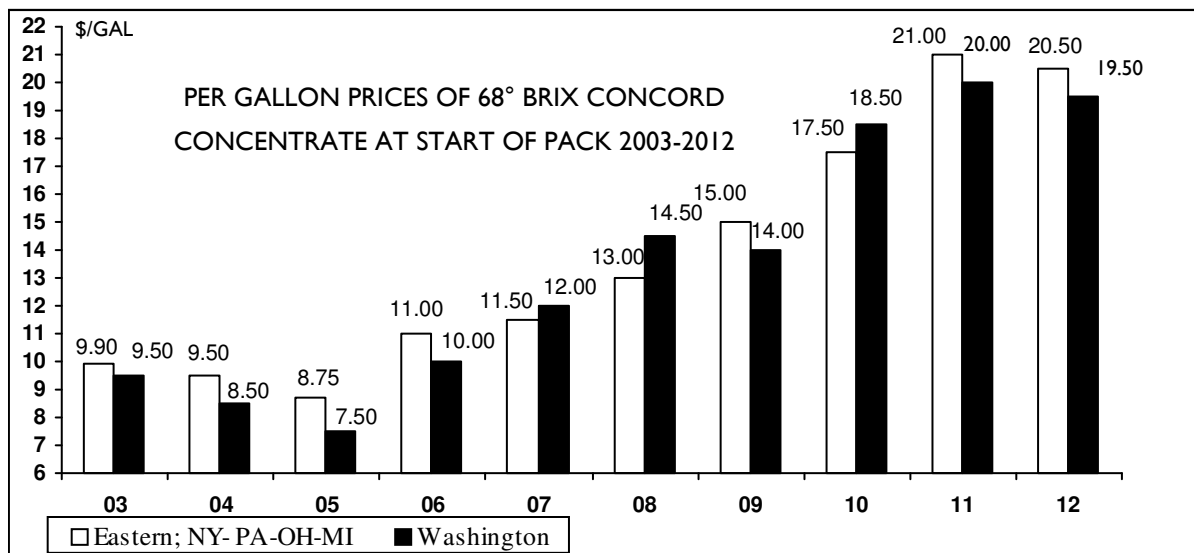
\$/TON

Chart 2



Prices paid growers took a big jump in both areas due to the projected crop losses. Prices are based on 16.0 brix. One NY processor posted \$290 for 16 brix up to \$368 for 20 brix. Brix = % fruit sugar solids.

Chart 3



Pricing for truckloads of drums opened at a bit lower than last year in spite of the Eastern crop losses probably due to the large WA crops.