

Annual Newsletter

March 2015

40th 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

CONCORD JUICE, CONCENTRATE & PUREE

Conventional / Organic

Apple and Pear Juice Concentrates

DOMESTIC & IMPORTED

Tankers, totes and drums / warehoused LTL

PRODUCTS FROM MEXICO

Strawberries - various grades, IQF, sliced, whole, 4+1, puree

Conventional / Organic

Raspberries - IQF whole, crumbles, block frozen / puree

Blackberries - IQF whole, block frozen / puree

Mango - IQF diced / chunks, block frozen, puree

GREAT BUYS ON CONCORD, CRANBERRY AND WHITE GRAPE JUICE CONCENTRATES

Please call us for details / quotes / samples

NATURAL COLORS

Crystal Red 40,000 color

100% Natural powder color extracted from whole

California grapes. Non-hygroscopic / Water Soluble

68 brix 8000 color Grape concentrates

Purple or Red / Products of US

Available as OU Kosher



ADDITIONAL PRODUCTS AVAILABLE

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

GRAPE

OTHER FRUIT

BERRIES

68 brix **White & Red (200-8000 color)**

Domestic / Imported
Standard, Deionized, Organic, Kosher

Labrusca (Concord, Niagara, Catawba)
juices or concentrates

Vinifera varieties available
as juices & concentrates ex-CA
Chardonnay / Muscat / Riesling
Merlot / Cabernet Sauvignon
And many more

Acerola, Apple
Apricot, Banana
Cherry

- Sour / 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
Maqui Berry
Raspberry
- black/red
Strawberry

FROZEN FRUITS

Apricots, Blackberries, Blueberries, Peaches,
Raspberries, Strawberries and more.
Available as IQF, straight pack, juice stock

NFC (NOT FROM CONCENTRATE) SINGLE STRENGTH JUICES

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

Frozen & concentrated EXOTIC fruits;

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

FRUIT ESSENCES

FULL LINE OF GRAPE,
FRUIT AND BERRY
ESSENCES

NUTS

DRIED FRUITS

Conventional / Organic

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

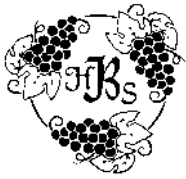
SPICES / HERBS / PEPPERS

SALTS / GRAINS / RICES

ORGANICS

ORGANIC

Fruits, Juices, Purees, Concentrates, Powders



Report on the Concord Market

US CONCORDS

Harvest of the 2014 Concord grape crop in the US produced the second highest number of tons on record - 505,290 tons. (See chart no. 1 to compare). It followed the large crop harvested in 2013 of 451,590 and created a surplus and big drop in market prices for juice and concentrate .

Prior to 2013 the market was short of supply and prices of 68 brix concentrate reached the highest levels ever including a record of \$21.00/gallon. This caused many processors to reduce their requirements for Concord and substitute other cheaper grape juice concentrates which reduced the demand for Concord.

Processors who reduced their usage of Concord concentrate due to substituting cheaper Red vinifera grape juice concentrates are now finding Concord is the cheaper so could switch back to Concord and at the same time improve their grape flavors.

THERE ARE 3 MAJOR CONCORD PRODUCTION AREAS IN THE US;

NY/PA/OH had very little winter freeze or spring frost damage and had two good crops back to back in '13/'14.

MI had 2 above average tonnages in the same period.

WA which supplies over half the Concord products in the country had an above average crop in 2013 and a record size crop in 2014.

The large 2014 crop had little effect on reducing grower prices in NY/PA/OH because, by law, NY processors were required to publish their prices on August 15 before the huge crop size was realized. Later, in WA, the grower price fell to \$110/ton down from \$220/ton the previous year. Most of the crop ripened ok. It created a huge drop in the price of 68 brix Concord concentrate and prices are the lowest since 10 years ago.

Quantity of the fruiting wood for the 2015 crop appears to be average.

USDA is helping to relieve the surplus through its Food Assistance programs soliciting processors for substantial quantities of Concord juice since harvest.

Studying our charts on page 4 show a fantastic display of the power of supply and demand on prices. About \$20.00/gallon for 68 brix Concord a couple of years ago and currently as low as about \$8.00-9.00/gallon.

QUESTIONS? – call Herb, Van or Sue. We all would like to help you book your Concord juice and concentrate requirements. Keep in mind; you book now and the price will be guaranteed to be no higher for product withdrawn by August 31.

Our tradition is:

HONEST/OPEN DEALING.

Please try us.

DID YOU KNOW?

Subzero temperatures as low as -26 Farenheit occurred February 15 in the NY/PA/OH and Michigan areas. Assesments of fruiting bud or trunk damage in Concord & Vinifera vineyards & fruits such as Peach will be on-going.

Brazil is the only other worldwide Concord producing area. They have been a threat to US Concord pricing in the past. Their pricing to growers and the price of Concord concentrate have escalated while the US has decreased so they are now non-competitive in the US / Canada.

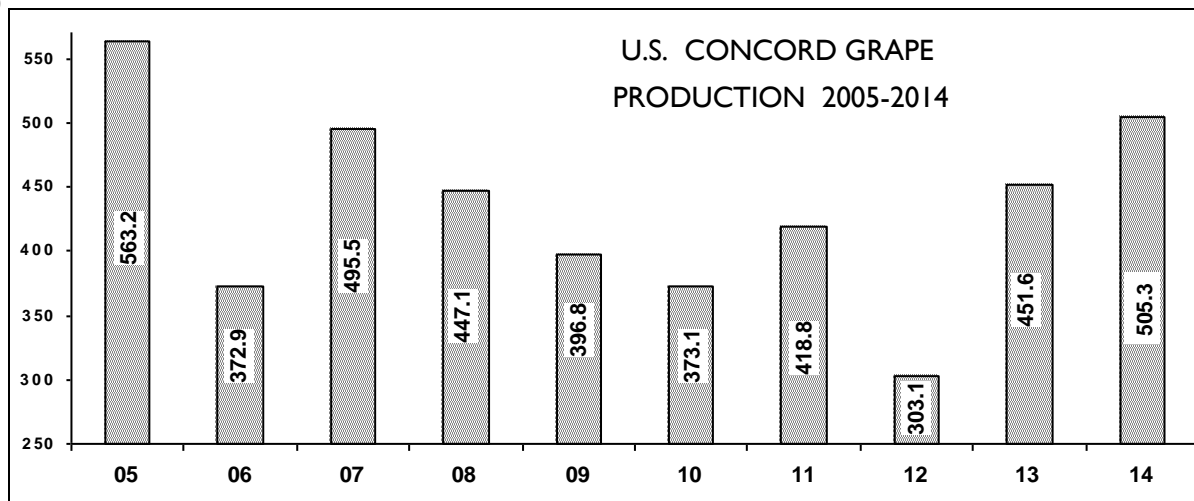
We can however quote to other markets of the world.



The following charts highlight the '14 Concord crop and history of the industrial market.

Tons/000

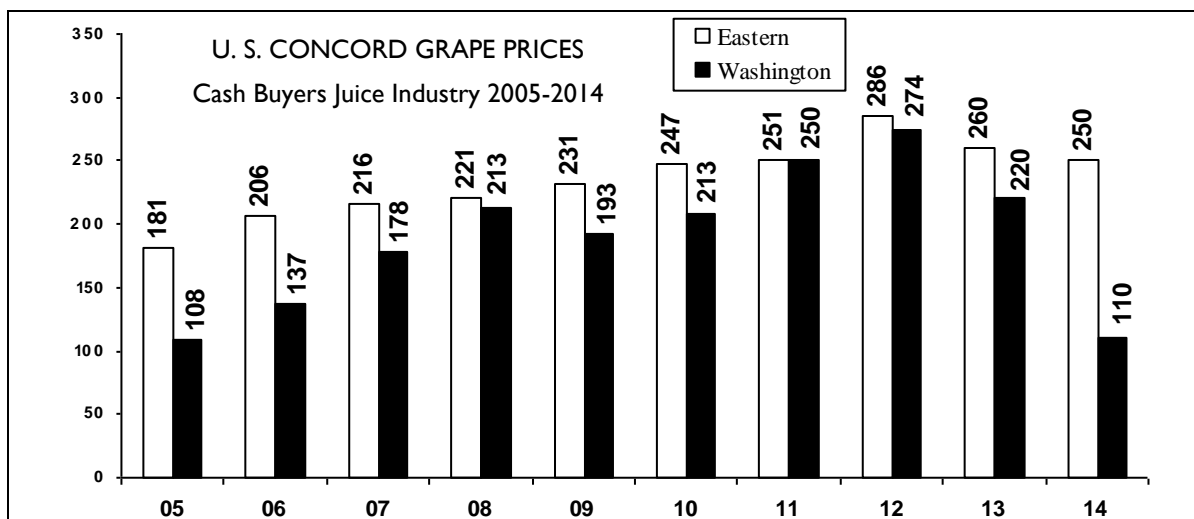
Chart 1



The 2014 crop was one of the biggest since we started keeping records in 1982.

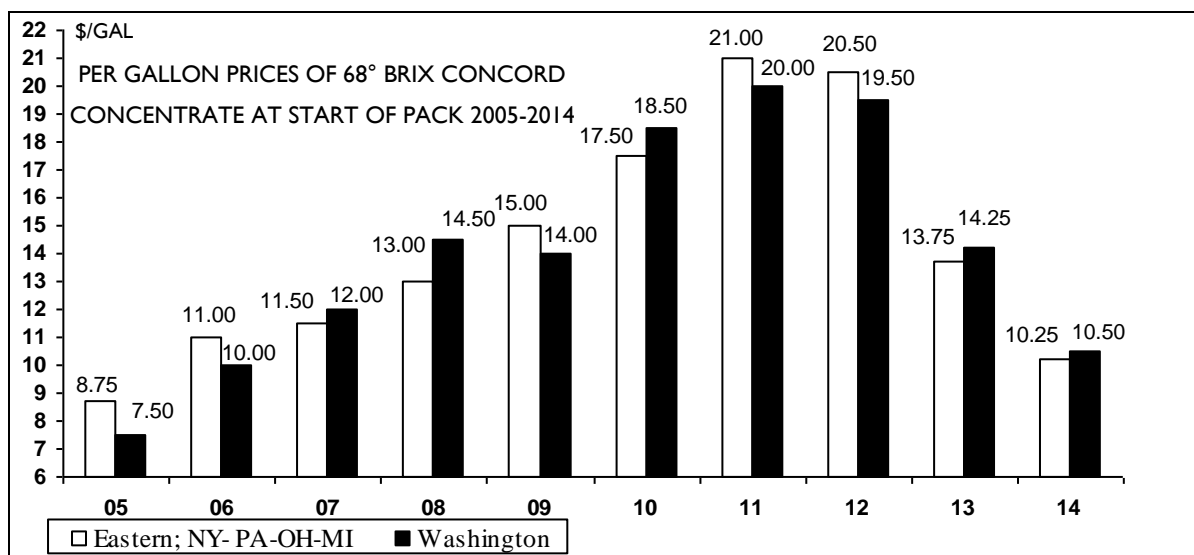
\$/TON

Chart 2



Prices paid growers increased in both areas due to short crops. Then came 2014 with its huge crop.

Chart 3



Pricing for truckloads of drums are the lowest since 10 years ago. Users can now purchase Concord cheaper than Red Vinifera grape concentrates.