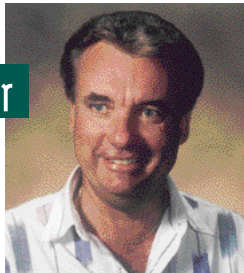


# Fresh Perspectives

## President's Corner



Good research is one method of demonstrating the honest to goodness worth of a product. That's why when the Australians issued their report on the detrimental effects of very low levels of ethylene gas on fruits and vegetables, we took special notice. It reemphasizes our contention that packers, shippers and distribution centers are losing profits from their pockets when they fail to address the ethylene problem.

We have included a summary of the Australian research report in this issue of Fresh Perspectives. If you want the complete report, please reach us at [www.ethylenecontrol.com](http://www.ethylenecontrol.com).

Sincerely,

*Dave Biswell*  
Dave Biswell

## Contents

Aussie Research Shows EC Aids Shelf-life . . . . .	<b>1</b>
Cutting Moon Ranch Features Wee-Ki Berries . . . . .	<b>2</b>
Jim Stefanelli Build Strong Business On Customer Service . . . . .	<b>3</b>
Young "Scientists" Visit Website For Data . . . . .	<b>4</b>

## Aussies Study Ethylene Levels In Fruits, Veggies

*R.B.H. Wills, M.A. Warton and V.V.V. Ku*  
**Center for Food Industry Research & Development**  
**Central Coast Campus, University of Newcastle, Australia**

An extensive 3-year study of ethylene levels in fruit and vegetable holding areas by the Center for Food Industry Research and Development, University of Newcastle, Australia suggests that there is no safe level of ethylene that does not cause a deleterious effect on postharvest life. These include wholesale markets, distribution centers, supermarket retail stores and domestic refrigerators.

The storage rooms at the distribution centers that held both climacteric and non-climacteric produce were predominantly in the high range. The ethylene levels thus suggest that the average loss of potential postharvest life, while non-climacteric produce is held in the wholesale markets or distribution centers, is substantial at 25-30%. If 5 PPB is assumed to be the lowest possible ethylene concentration that can be achieved in a postharvest situation, then holding any non-climacteric fruit and vegetable in 5 PPB ethylene will generate 100% of its possible postharvest life. The percentage loss in postharvest life at any higher ethylene concentration can then be calculated from the regression equations. Findings show that the percentage loss in postharvest life at 20°C for the 7 non-climacteric produce examined in the study ranged from 25-46%.

Although produce may only spend a small proportion of their postharvest life in each marketing situation, the effects of elevated ethylene levels are cumulative. The end result successive levels of moderate ethylene levels throughout marketing can be a very short life in the hands of the consumer. The industry should be seeking to minimize the impact of ethylene on produce at ALL stages of the marketing chain. The extended market life that would arise from a reduction in ethylene levels during marketing can lead to consumers having greater confidence in the purchase of fruit and vegetables with a resultant increase in sales volume and/or price.

## Cutting Moon Ranch Features Wee-Ki Berries

*"At harvest time we put an Ethylene Control sachet in each flat of fresh Wee-Ki Berries to provide the longest shelf life possible. These measures guarantee that arrivals will be fresh at all market outlets."*

**Eric Jochim, Owner/Operator  
Cutting Moon Ranch  
Wilsonville, Oregon**

*"In the past, if the ethylene levels got above university standards, we immediately had to vent our storage areas. However, after we started using Ethylene Control filtration systems with their bulbs and citrus, we've had zero storage problems."*

**Frank Kieffer, VP of Materials  
Bear Creek Orchards  
Medford, Oregon**

Eric and Marla Jochim run Cutting Moon Ranch nestled in the lush green hills of the Oregon Coast Range near Wilsonville, southwest of Portland. Since a 1994 planting, they have grown a unique fresh fruit known as Wee-Ki Berries, a small version of kiwifruit. Wee-Ki Berries were formerly known as Chinese Gooseberries. Although kiwifruit is associated with New Zealand, it actually originated in the Chang Kiang Valley of China. The Chinese used it as a medicinal food, due to its high nutritional value. It was first imported to the west in the early 1900's, as an ornamental vine and gained popularity in the 1960's after having a cosmetic name change to that of the flightless New Zealand bird.

Wee-Ki Berries are about the size of grapes, with a more opaque green skin. They grow on vines and hang in long, heavy clusters. Like fuzzy kiwis, Wee-kis have soft green flesh with small, black crunchy seeds. They taste sweeter than kiwis and don't require peeling.

One serving of Wee-Ki berries contains almost twice the vitamin C of an orange, 1-1/2 times the potassium of an average banana and almost as much fiber as a cup of bran flakes. The skin and the crunchy seeds may contain most of this nutrition, so Wee-Ki fruits make not only a convenient but also a nutritious snack.

Eric and Marla farm 15 acres of the fuzzless-kiwi, the largest vineyard in the nation. They have stayed true to a homegrown philosophy and care for their vines using only the healthiest, most natural techniques. Wee-Ki berries are picked carefully by hand and Cutting Moon Ranch never gas ripens their fruit, but allows the berries to ripen on the vine. At harvest they put Ethylene Control sachets in each flat to provide the longest shelf life possible. These measures guarantee that arrivals will be fresh at all markets. Jochims ship Wee-Ki berries throughout the U.S. and to customers in Europe and Japan.

They also produce jams, sweet and spicy chutneys and piquant salsas. Fresh Wee-Kis are available from late September until the end of November. The supply of chutneys, jams and salsa are available year round.



### Upcoming Events

#### **United 2001-Convention and Grow Tech**

Tampa, FL  
March 17-19

#### **Calif. Grape & Tree Fruit League**

Napa, CA  
March 25-27

#### **PMA Produce Solutions Conference**

Monterey, CA  
June 2-5

#### **PMA Fresh Summit**

Philadelphia, PA  
Oct. 26-30

## Jim Stefanelli Builds His Business On Customer Service

Jim Stefanelli and wife Gerri have built their business on personalized service and top-of-the-line products. As a major distributor of Ethylene Control filtration machines, purple Power Pellets and EC filters, Jim plays a key role in helping shippers of fresh fruits and vegetables get their commodities to market in the very best condition possible.

He started Jim Stefanelli Enterprises, Inc., in 1982. Working out of the Fort Lauderdale area, he covers most of the Southeast territory. Initially, Jim sold ethylene filtration products from England, but by 1990,

he began selling the Ethylene Control line, manufactured in the US. Temperature recorders were added to his lineup in 1986 to better serve the industry. Since then, Jim been successful in this highly competitive niche market.

“We’ve had an excellent relationship with Dave Biswell (founder of Ethylene Control) and are still doing business on a handshake,” Jim said. “I can count on good support from Dave and his associates. EC products are well accepted in the marketplace because they are safe, work extremely well and are economical.”

Jim indicated that EC’s Power Pellets seem to create less dust, and disposal is not an environmental concern. The zeolite base is a natural material; EC pellets are highly concentrated with potassium permanganate for efficient performance and will last a long time. “That makes the customers happy because replacing Power Pellets is not something that has to be done often,” he said.

A major share of Jim’s business is selling EC machines to distributors of fruits and vegetables serving the foodservice industry. EC filters are also sold to companies exporting fruits and vegetables to the Caribbean Islands in mixed load containers. The journey may take from 5 to 14 days and having mixed commodities in the same container could cause ethylene-related problems. Having EC filters onboard can alleviate those issues and help assure that these commodities will arrive at destination in good condition.

Gerri handles the receivables and makes follow-up sales calls while Alberta “Bert” Nigro, Jim’s secretary, handles the phones and all outgoing shipments.

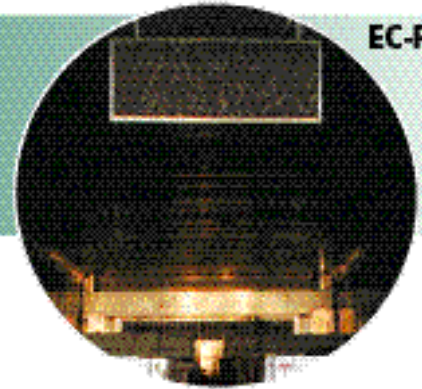
The bottom line – with good products and personal service, Jim’s customers and the consumers are the big winners.



**EC-Power Pellets Sachet**



**EC-Filters**



**EC-3+ Filtration Systems**



## Young 'Scientists' Visit Website For Report Data

Ethylene Control Incorporated recently added a "Student Research Area" to our website. The purpose of the Education Research Site is to provide assistance for students with experiments and projects on the subject of the effects of ethylene gas upon perishable produce and floral products. We will work with students from elementary and middle school grades, as well as those at the university level who are interested in research in the field of ethylene gas.

The students who participate will have fun, learning about the various aspects of the produce and floral industries. At the same time, those of us at Ethylene Control receive the benefit of cooperating with them on some excellent and imaginative experiments and research studies.

If our readers of Fresh Perspectives know of any students who might be interested in such studies and research, please have them visit our updated website at [www.ethylenecontrol.com](http://www.ethylenecontrol.com) and click on the **Educational Research Site!**



Which one would you rather eat?

Without Ethylene Control  
FreshFale

With Ethylene Control  
FreshFare

**Ethylene Control puts you in control**

Fruits and vegetables last much longer when shipped or stored with Ethylene Control products. Help assure that arrivals will be fresh while stretching the shelf life.

**ETHYLENE CONTROL, INC.**

(559) 896-1909 • (800) 200-1909 • fax (559) 896-3232  
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