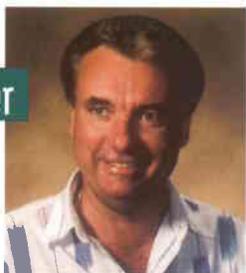




Fresh Perspectives

Newsletter of Ethylene Control, Inc.

President's Corner



Every issue of Fresh Perspectives contains interesting articles about companies like yours that make up the heart and soul of the fresh fruit and produce industry. We feature the industry leaders who bring the very freshest and best commodities to consumers.

If you are willing to share your company's story, we'd love to print it. Fresh Perspectives receives national and international exposure and current editions are handed out at the PMA and United shows each year. Thanks to you, our valued customers, we are having another exceptional year at EC and we want to share your successes too.

Sincerely,

Dave Biswell

Pakistan Opens Mandarin Market In Indonesia

A large crop of Mandarin oranges in Pakistan posed problems for shippers because fruit routinely arrived at markets in marginal to poor condition. Khalid Salameh, president of P.T. Cipta - Ethylene Control Inc., in Southeast Asia, reported that one of the top packers in Pakistan ran his own shipping test. He put ECI sachets in about half of the 20-pound wood crates of Mandarins. In one quarter of the shipment he used a competitive (non-ECI) sachet from Spain and he left a quarter of the shipment with no ethylene control products at all.

When the fruit arrived at market two weeks later, those Mandarins in the crates with the ECI sachets were in excellent condition, the same as when they were packed, Salameh said. The fruit was firm and no mold or rot was evident.

However, the fruit in the crates with the sachets from Spain were mushy and several pieces in each crate had visible blue mold with evidence of rind breakdown.

Based on his test, the packer opened an entirely new Mandarin market where previously there was hardly any demand for Pakistani Mandarins.

The storage life of the fruit was increased another 30 to 45 days from normal. The integrity of the fruit was as if newly harvested, said Salameh.

Contents

| | |
|--|---|
| Pakistan Opens Indonesia Mandarin Market | 1 |
| TA-DE Keeps Tradition Alive In Nogales, AZ | 2 |
| Armstrong Top Pack Expands Marketability & Facilities | 3 |
| Young Louisiana Scientist Demonstrates EC Impact | 4 |

Ethylene Control provides a means for extending the shelf life of Mandarins shipped to Indonesian markets.



What People Are Saying...

"Adams County Five Star School District in Colorado used EC filters in their walk-in cold box and discovered they no longer had to throw away large amounts of produce on Monday morning because it didn't spoil over the weekend as it had in the past."

Don Middaugh, produce manager
Shamrock Foods
Denver, Colorado

"For the past three years we've had 'zero' claims when we used the sachets in our Hong Kong shipments."

David Roth, President
Cecelia Packing
Orange Cove, California

"Occasionally I had problems with produce in the cold box turning brown. However, since using the Ethylene Control filters and packets, I've been able to stretch the freshness of our produce well into the week."

Richard Baribault, owner
TeaHouse Noodles
Cleveland, Ohio

Upcoming Events

International Fresh-Cut Produce Association Seminar

Alexandria, VA
October 15-16

PMA Internaitonal Convention and Exposition

Philadelphia, PA
October 26-30

Western Grower's Association 76th Annual Meeting

Maui, Hawaii
November 4-7

Canadian PMA 77th Annual Meeting

Toronto
January 30-February 3

TA-DE Distributing Keeps Tradition Alive

For the last four decades TA-DE Distributing Company of Nogales, Arizona has been providing farm fresh produce from south of the border to customers scattered throughout the United States and Canada.

The firm was founded in 1961 by the Tamayo and Demarutis families and Carlos A. Bennen. Bennen got his start in the produce business in 1931. He worked for the Wells Fargo Produce Co., in Nogales.

Today, Bennen's son, Robert Bennen Sr., who grew up in the business, serves as president of the distributing firm and Robert Bennen Jr. serves as vice president. Rosie Bennen, wife of Robert Sr.,



is the financial officer for the firm. They carry on the tradition started by Carlos and his wife, Barbara, who also worked in the business. In the early years, they had the sole distributorship for all Mexican produce coming into the U.S. and Canada. The Tamayo and

Demarutis families are no longer part of the business, as the Bennen family carries on the tradition.

TA-DE Distributing is one of the major gas green and vine ripe tomato distributors in the region. Tomatoes represent about 65-70 percent of TA-DE's volume, says Bennen. In all, they handle more than 4 million packages of tomatoes and other vegetables a season, which runs from November through June. TA-DE also handles zucchini (yellow straight neck and yellow crookneck and summer squash), cucumbers, eggplant, round beans and bell peppers. They also enjoy a specialty food niche for Heirloom Tomatoes that go to San Diego Specialties and the Produce Exchange in Livermore, CA.

TA-DE maintains five refrigerated rooms in the main facility covering about 25,000 square feet. In addition, they have a new 22,000 square-foot facility where they gas the green tomatoes in a total of six cold storage and gas rooms. Some 20 employees work at the facility during the shipping season, reported Bennen.

Bennen said that the company is constantly working to maintain the quality of their produce and for the last three years they have used three EC3+ machines to control the effects of the ethylene gas. "When we began handling a lot of vine ripe tomatoes," says Bennen, "I noticed that they were ripening rather quickly. I needed something to retard the ripening process. I decided to try the machines and we had great results." As he expected, the Ethylene Control program bought them more valuable time, during a period when markets were slow and fruit wasn't moving very fast.

Ontario's Armstrong Top Pack Expands Market Reach

Ken Armstrong started Armstrong Produce in Leamington, Ontario in 1963. Nearly 20 years later Armstrong merged with Top Pack. Thus, Armstrong Top Pack, is now a cooperative operation owned by a local group of growers who produce quality hydroponic (greenhouse) crops.

"We pride ourselves on providing top quality products and services," says Dino DiLaudo, sales manager for the firm and its marketing division – Westmoreland Sales of Canada. "We are looking to expand our markets even more."

The growing company is a member of the Ontario Greenhouse Vegetable Growers and has aggressively expanded its packing and sales operation. Armstrong Top Pack/Westmoreland Sales just completed a \$1.1 million renovation and expansion. They allocated \$500,000 to expand their plant and purchased new technology and equipment worth an additional \$600,000.

The company is owned and operated by a contingent of 10 progressive growers who farm in the Leamington, Ontario area. They all grow hothouse tomatoes, English seedless cucumbers and peppers, which they ship about 50 percent into the United States and the other half throughout Canada. Most of their US business is delivered fresh overnight to markets in the Midwest, the East Coast and as far south as Texas.

The company has about 40,000 square feet of cold storage, divided into three separate rooms – each with its own EC3+ machine. "We've seen that the Ethylene Control machines help preserve quality of seedless cucumbers from ethylene decay," says DiLaudo. He indicated that they had been experiencing some yellowing of cukes because of the ethylene given off by tomatoes and the lift trucks that are used in the facility. The EC system helps keep the tomatoes from over-ripening to maintain the highest quality.

DiLaudo, who has been head of sales for the last two years, singled out Anthony Buttinello, head of shipping; who directs the operation that sends produce under the "TopLine" label to the marketplace. They have a specialty pack, which includes four tomatoes in each clamshell. They target high-end consumers and major food chains to the retail market.

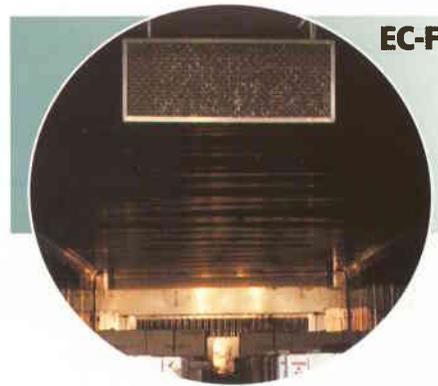
The firm employs about 45 people during its peak season from March through October.



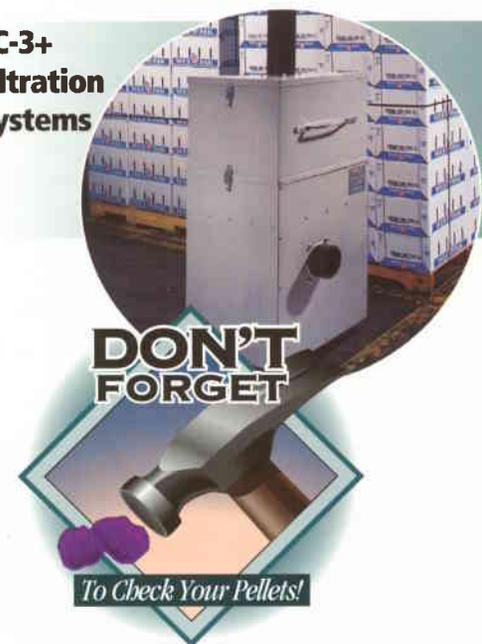
EC-Power Pellets Sachet

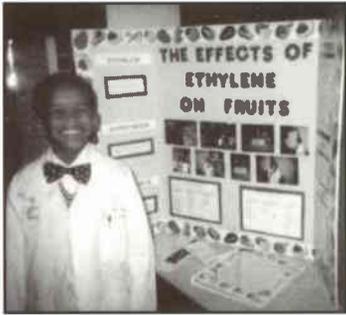


EC-Filters



EC-3+ Filtration Systems





**Young Louisiana Scientist
Experiment Demonstrates
Effect Of Ethylene Gas
On Fresh Fruit Supply**

After I proved that ethylene causes fruits to ripen faster, I wanted to know if Ethylene Control sachets could control ethylene

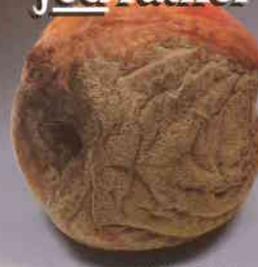
gas. My hypothesis was that Ethylene Control sachets will slow down the ripening process of fruits. This proved to be correct! The bag of pears with the sachet ripened slower than the bag of pears without the sachet.

Here is a picture for you to post on your website. My mother said it is okay!

Thank you,
Mr. Kendall Belcher*
Shreveport, Louisiana

**Editor's Note: Kendall received First Place honors for his Science Fair Project, and was chosen to compete at the state level in Louisiana!! On behalf of Ethylene Control Inc., our congratulations. Great job!!!*

Which one would
you rather eat?



Without Ethylene Control
FreshPak



With Ethylene Control
FreshPak

**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
www.ethylenecontrol.com