

Fresh

PERSPECTIVES

Newsletter of Ethylene Control, Inc.

President's Corner

After a very successful 2001, Ethylene Control is expanding its reach into the huge food service industry. At the urging of one of EC's longtime customers, we've created a new 10-pack of our Ethylene Control sachets. The sachets, along with our filters for walk-ins, will control odors, molds and ethylene for food service customers. EC is always looking for ways to better serve our customers and whenever we can assist in meeting a specific need, we are quick to respond.

We are looking for phenomenal growth this year because of new areas of global expansion.

Sincerely,

Dave Biswell
Dave Biswell

Contents

Fruit Patch Ships Quality Produce Worldwide	1
What People Are Saying	2
Mango, Plantain Shipments Open New EC Markets	3
Low Ethylene & Rapid CA Storage of Gala Apples	4

Fruit Patch Ships Quality Produce Worldwide

Fruit Patch Inc., a family farming enterprise located southwest of Dinuba in Central California's fertile San Joaquin Valley, has grown from a small stone fruit farm to an operation that grows, packs and ships a wide variety of quality fruits to customers worldwide.

Leo Balakian started the initial 30-acre Fruit Patch block of peaches and nectarines in the mid-1970s. His full-time job was in sales for Britz Chemical Company, and the small acreage was plenty to keep him occupied on his days off. However, since those early days, his two sons, Vince and Anthony, have taken the farming enterprise to the next level and into the mainstream of the California tree fruit industry.

Vince and Anthony worked in the orchard as teen-agers and then as adults they acquired more acreage and expanded the number of commodities the farm produced. Today, Fruit Patch ships more than 8 million cartons of fruit – their own and fruit grown by other farmers in the region – to major markets throughout the United States, Canada, Southeast Asia and Europe.

Leo enjoyed a successful 40-year career with Britz, but now enjoys being a respected member of the farming community. He is semi-retired from Britz now, but continues to keep active with the expanded family farm. Leo is responsible for many of the farming decisions for the company.

(Continued on Page 2)



From left, Vince, Leo and Anthony Balakian are shown with one of their premium Fruit Patch packs.

What People Are Saying...

"For the past 13 years we've been using Ethylene Control EC-3 machines, sachets and filters to control ethylene during storage and shipment of our fresh fruit. We believe it can double the shelf-life of most tree fruit and enables us to hold Kiwi until May without any problems."

*John Stewart, cold storage manager
Enns Packing Co., Dinuba, California*

"We've made Ethylene Control products a routine part of our packing operation...Some of our customers even request Ethylene Control products by name and we believe it does what it claims to do..."

*Vince Balakian, vice president
Fruit Patch Inc., Dinuba, California*

"Occasionally, I had problems with produce turning brown in the cold box. 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

**United Fresh Fruit & Vegetable
Association's 2002 Convention**

Orlando, FL
February 16-18

**UC Davis & UC-Davis University
Extension's Workshop**

Davis, CA
March 21-23

**International Fresh-cut Produce Assn.
15th Annual Conference**

Los Angeles, CA
April 11-13

**2002 All Things Organic
Conference & Trade Show**

Austin, TX
May 9-11

Fruit Patch . . .

Continued from Page 1

Fruit Patch grows and packs peaches and nectarines. They also pack for other growers, both large and small, who supply peaches, nectarines, plums, apricots, Asian pears, grapes, persimmons and pomegranates.

Vince has primary responsibility for packing, cold storage and shipping operations. Most of the firm's stone fruit and grapes are packed under their premium Fruit Patch label. Anthony oversees Fruit Patch Sales division

and also assists his father on the farming end of things. Their sister, Michelle Ward, works in the office during the peak production season.

"We've always worked hard to produce the very best fruit and take every precaution in the packing, storage and shipping processes to see that it arrives at its destination in excellent condition," said Vince.

Fruit Patch has always used Ethylene Control filters in shipping containers of stone fruit and especially with their Hachiya and Fuyu persimmons because they are so susceptible to ethylene damage. More recently, Fruit Patch has started using the EC-3 scrubbers in some of their 10 cold storage rooms for apricots and persimmons.

"If there is a possible problem with fruit ripening too early, we prefer to err on the side of caution," said Vince. "Since some of the fall fruit is held longer in cold storage for delivery during the holiday seasons, ethylene scrubbers are used to insure the delivery of the best product possible. This produce is protected with filters or scrubbers from the very beginning.

"We've made Ethylene Control products a routine part of our operation which runs from the end of April with early peaches and apricots to December with harvest of Crimson Seedless grapes. Some of our customers even request Ethylene Control products by name and we believe it does what it claims to do because we have very few arrival problems," Vince said.



Mango, Plantain Shipments Open New EC Markets

Farmers in the tiny country of Ecuador in South America produce some of the best mangos and plantains in existence. In recent years, they have developed markets all over the world and their commodities are in high demand by consumers in the marketplace.

Shipping those products worldwide has become a very critical part of the production chain that links the producers with the customers.

Jaiac is a business that Alvaro Bucaram started in 1997 in Guayaquil, Ecuador. He sells Ethylene Control filters and temperature recorders to firms shipping fresh produce to markets worldwide. He saw the need for such services because his family has a mango farm and regularly export goods to European markets.



Jaiac ships mangos to the US and Europe, and plantains are exported to Los Angeles, Miami and New Jersey with Ethylene Control filters to protect the cargo. Last year, Bucaram sold about 2,500 filters. He ex-

plained that he used one filter per container for shipments to the US, and two filters per container for shipments to Europe.

Bucaram's family has owned a mango farm for the last eight years and deliver their crop for export markets. They own an export company and developed the temperature recorder business.

Alvaro says that mango exports have been very good and he has worked hard to develop the markets there. The 17-day voyage to Europe calls for special handling in regards to ethylene off-gasing. Since using Ethylene filters, Alvaro has received good reports of excellent arrivals in all his shipments.

Tests Prove EC Scrubbers Really Work

Low Ethylene and Rapid CA Storage Of Gala Apples

Researchers: A. Brackmann, A.A. Saquet

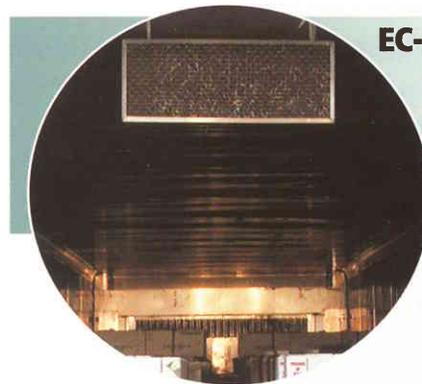
'Gala' apples lose their quality very fast during the first six months of regular CA storage. Low oxygen and other complementary storage procedures can increase the storage period and retain fruit quality. The purpose of this work was to evaluate the effect of **ethylene removal** and rapid establishment of CA conditions on the quality of 'Gala' apples to verify the possibility of prolonging the storage period for up to eight months.

(See Tests Prove, Page 4)

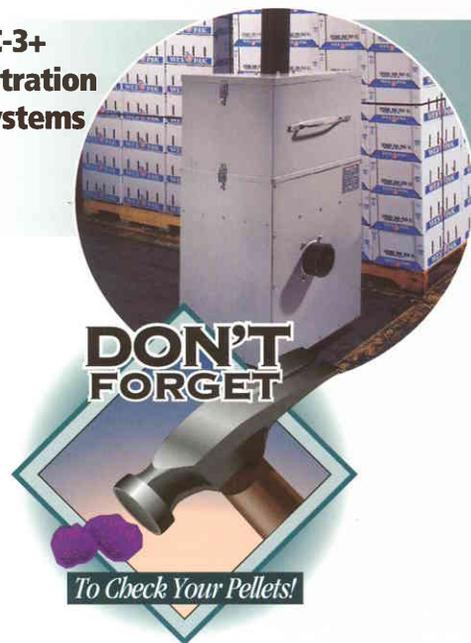
EC-Power Pellets Sachet



EC-Filters



EC-3+ Filtration Systems



Tests Prove . . .

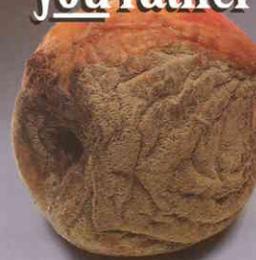
Two experiments lasting 8 months in low oxygen CA conditions with 3% CO₂ and 1% O₂ at 1°C were conducted. **Very low ethylene level concentration (below 1 ppm) was maintained with potassium permanganate scrubbers (air filtration systems).**

Fruits were stored 24 hours after harvest. On rapid CA treatment, pull-down was done after chamber closing and fruit reached 1°C after 12 hours. In regular CA, fruit was cooled down from 18°C to 1°C during 9 days and then pull-down was done simulating the procedure of commercial stores. After storage period plus 7 days shelf life, fruits from rapid CA and low ethylene storage were significantly firmer (66.6 and 68.9 N) than the fruit from rapid CA without ethylene removing storage (58.4 and 61.8 N).

Low ethylene maintained the fruits crisp, and juicy qualities, with greener ground color and with an excellent appearance and taste. Apples in regular CA (slow cooling and retarded pull-down) presented a very low firmness (46.3 N) and high incidence of rotted and broken down fruits. Rapid CA (rapid cooling and establishment of atmosphere) in comparison with regular CA retained higher fruit firmness.

It was concluded that 'Gala' apples can be well stored up to 8 months in low oxygen CA storage with ethylene scrubbing machines and with rapid establishment of CA conditions.

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