



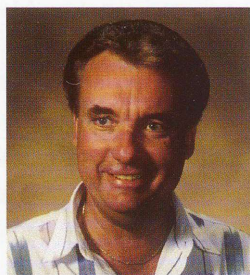
Fall 2006

Fresh Perspectives

Newsletter of Ethylene Control, Inc.

President's Corner

It seems like only yesterday that Ethylene Control was just an idea. We now celebrate our 20th year and have seen big changes in our industry. The exceptional acceptance by consumers for the E.G.G. refrigerator product, has pushed sales up an incredible percentage this year. With the success of the E.G.G., retailers are realizing the importance of ethylene removal in distribution centers. See you at the upcoming PMA in San Diego, Oct. 22-24.



Sincerely,

Dave Biswell

Dave Biswell

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Quality Produce is Focus for Tricar Sales

NOGALES, Ariz. – Tricar Sales, with its major distribution center in Nogales, Ariz., has come a long way since their beginning in 1945 in the valley of Culiacán, Mexico. Today, Tricar Sales ships thousands of cartons of fresh produce – tomatoes, cucumbers, peppers – throughout the United States and Canada.

Tricar Sales' 25,000 sq. ft. warehouse is one of the most modern facilities in Nogales. Tricar has the ability to load and or unload 12 trucks simultaneously. The loading & unloading docks are refrigerated to maintain the cold chain, said Marc Greenberg, director of sales for the company.

Part of the firm's focus on quality led them to use ethylene scrubbers in their warehouse to keep ethylene gas under control. "I know there have been positive tests that show they help keep produce fresh and extend shelf life," said Greenberg. He had seen the Ethylene Control technology work at the company he was with prior to coming to Tricar.

According to Greenberg, Tricar expanded their use of Ethylene Control by placing sachets in the individual boxes of cello-wrapped Euro Cukes. He indicated they had concerns with their Euro Cukes yellowing during storage and/or during shipment. "The EC sachets guard against that problem and extended produce shelf life in our tests," he said.

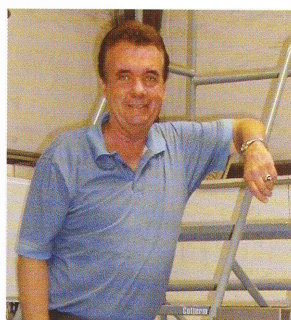
"A lot of shippers will put Euro Cukes on mixed loads with other produce and that can have a negative impact on the quality of the cukes," he explained. "The EC sachets, which we've used for the last three years, are good insurance. It's better for our mixed loads, whether



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20 Years Ago Today.

1986 Dave Biswell founded Ethylene Control (EC) with a product he called Power Pellets. This was



a product that few knew anything about at the time and were not sure how or if it really worked. Now 20 years later, you can find EC products in virtually every state of the Union, the Pacific Rim and Europe. This was a far cry from those early days when Dave's pickup served as office, warehouse, delivery service and on rare occasions his bedroom.

This story is not just about Dave but about a phenomenal product he developed back some 20 years ago. How does it work and why is it important? Ethylene gas, as we know, occurs naturally. In nature it causes produce to ripen and rot and vegetables and flowers to wilt. What do EC products do then? Through a chemical reaction Ethylene Control Power Pellets release Nascent Oxygen which oxidizes Ethylene gas, making it inert, which in turn slows down the ripening process allowing fruits, vegetable and flowers to last weeks longer. The benefit to Growers, Packers, Shippers and even Consumers of these perishable commodities is obvious.

Since EC Power Pellets work on airborne elements, Dave had to develop a different delivery system for various environments. He started with boxed fruit being shipped by packers. Kiwi, a particularly perishable fruit was experiencing an unusually high rate of spoilage. For this application Dave designed a sachet, a small pouch with several grams of power pellets inside. When placed in a box of fruit it oxidized the Ethylene Gas virtually eliminating the waste and spoilage in the shipment of Kiwi fruit. The sachets have

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Quality Produce

they are coming out of Culiacán or to our customers who are putting tomatoes on their trucks with them from here in Nogales, outbound."

"Products arrive in better shape all the way through the system," Greenberg declared. Tricar ships about 17,000 Euros a week – a 12- and 16-count – about a 10-pound box. All of their produce is grown on their farms in Sonora and Sinaloa, Mexico, about 600 miles south of Nogales on the U.S. border.

Greenberg stressed Tricar strives to be a company known for growing quality produce and customer satisfaction. In the process, they work hard to produce and trade fresh fruits and vegetables of the best quality to satisfy the needs of their customers.

In 1945, Dr. Daniel Cardenas Mora, a surgeon, saw potential in the valley of Culiacán and decided to start a modest agricultural business. He formed a company with other colleagues and the temporary help of his son, Daniel Cardenas Izabal, who decided to study agronomy in 1946 at a private agriculture school – Hermanos Escobar, located in Ciudad Juarez, Chihuahua, Mexico.

In 1949, Dr. Cardenas Mora, together with Cardenas Izabal (fresh out of college) and Alfredo Tribolet (who only lasted one season) reopened the small farming operation, which gave birth to the Tricar label. By 1952, the father and son opened a Tricar distributing office in Nogales, Ariz. This was the first office owned by Mexican agriculturists, which became an American corporation. Daniel Cardenas Izabal was president.

Through the years, with the collaboration of Cardenas Izabal, this modest agricultural operation became an important horticultural business, which developed an infrastructure that featured mechanized packaging, refrigerated rooms, workshop areas and modern greenhouses.

In 1987, Daniel Cardenas Cevallos joined Tricar Sales and today is leading the firm as the primary grower. He adopted new techniques, such as soil fumigation, and obtained new high-quality tomato seed varieties that yield longer shelf life.

In 1996, Juan Carlos Cardenas Cevallos joined Tricar as vice-president. He was challenged to improve the company's commercialization and expand distribution. Their goal is to offer the highest quality products and continue the long-standing tradition generation after generation, which has been its philosophy – quality, quality and more quality. Tricar is third-party audited for food safety and is a member of Produce Marketing Association, the Blue Book (#106364), PACA, and DRC in Canada.

The Incredible, 'En'-edible E.G.G.

EVANSTON, Wyo. – Tom and Betsy Wagner have turned their need to buy and store produce in bulk, into a thriving consumer friendly business.

When Tom Wagner went through a serious battle with cancer several years ago, they changed their eating habits dramatically. They now eat more fruits and vegetables than most people, he says, and buying through a co-op meant buying in case quantities. He was quick to learn that storage was problematic. The fresh produce spoiled much faster than they could consume it because of ethylene gas that fruits and vegetables naturally give off as they ripen.

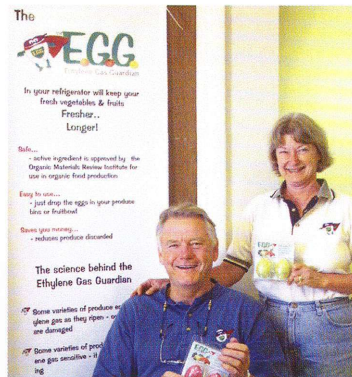
Wagner explained that ethylene's role as a ripening agent for fruits and vegetables is a double-edged sword. Besides being the "ripening hormone," ethylene is also known as the "death hormone." As long as the ethylene is present in the atmosphere around produce, accelerated aging of the produce continues. Unless the produce is consumed, or the ethylene gas removed, the produce continues to age, wilt, spoil and rot.

That's when the Wagners discovered Ethylene Control sachet and filters slowed the ripening process and added shelf life to their organic fruits and vegetables they bought at the co-op. Tom says their produce lasts twice as long as before since they started using Ethylene Control.

Surprised by the effectiveness of the product, the Wagners decided to find a way to use it in the normal home environment.

The development of the E.G.G. (Ethylene Gas Guardian) has opened the refrigerator door to consumers who want their produce to last longer. The E.G.G. is a hollow plastic container shaped like an egg that holds an Ethylene Control sachet.

Wagner, a chemist by trade, has been working on the E.G.G. for a little more than three years. "It is the perfect size to put in vegetable storage bins," says Wagner. "Every three months you can replace the sachet inside the EGG and continue to rid the refrigerator environment of ethylene."



Wagner's company sells the E.G.G. through retail outlets and on-line. Their biggest volume is sold on QVC (Quality Value Convenience) television network. "After we came to the realization that every home should have this product, we designed the product for optimum Ethylene control results," said Wagner, a chemist by trade.

The Wagners originally started manufacturing the E.G.G. in Wyoming and selling through retail outlets and direct response TV ads. "Our biggest challenge is educating the consumer that this product really works. It's not magic, but it works through a natural process and it is safe," he said.

Early in their venture, the Wagners found the retail market difficult to crack because they had limited communication opportunities with the consumers in that setting. However, catalogue sales and television has provided significant sales opportunities.

Television has become one of the best ways to demonstrate the values and effectiveness of Ethylene Control. "QVC is one of the toughest sales you'll ever make. They refused our technical literature and tests from the University of California studies," he said. "Not because our tests were not reliable, but because they had to see for themselves that our claims were true." walk-in boxes and sea containers.

"This has been a real education process for our customers," said Biswell. "Many of those individuals with the responsibility of quality control for some of the big packing companies didn't understand what ethylene gas did to their fruits and vegetables. Some thought that it was just part of the business to have a certain percentage of their shipment spoil. With the help of university studies they have learned it doesn't have to be that way."

The latest innovation noted Biswell is the Ethylene Gas Guardian (EGG), which is a hollow plastic container, shaped like an egg that holds a single sachet. The EGG is placed in vegetable bins of home refrigerators to keep produce fresh longer. They sell hundreds of thousands on QVC television and soon expect to move more than a million units in one short sales segment.

The next challenge for Biswell will be to educate consumers about the gas-gobbling attributes of Ethylene Control's versatile sachets as he expands the EGG portion of his business.