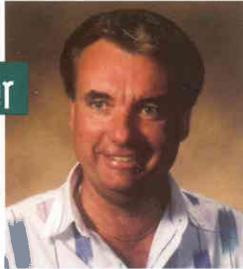


Fresh

PERSPECTIVES

Newsletter of Ethylene Control, Inc.

President's Corner



We are expecting great things for growers in 2004 as many of the commodities begin a strong return after some slow years.

We are equipped to provide packers, shippers and end-users with a product that puts dollars on the positive side of your bottom line. Let us help you with your premature ripening and mold problems.

Sincerely,

Dave Biswell
Dave Biswell

EC packs accompany The Flower Market bouquets

The Flower Market is a value-added operation that blankets some of the best supermarkets with its well-designed floral bouquets. Headquartered in Calgary Alberta, Canada, The Flower Market has been in business about two decades, reports Glen Roy, warehouse manager.



“Our primary focus is supermarket floral,” said Roy. The company ships only to the Canadian marketplace with bouquets in major supermarket chains in Western Canada.

Early on, The Flower Market was mostly wholesale in bulk. However, they discovered that by

designing arrangements and packaging them, they could capture a larger share of the market. So they import the flowers and build bouquets by the thousands. Roy estimates The Flower Market processes between 30,000 and 35,000 bouquets every month and keeps them fresh in its 15,000 square feet of cooler space.



“Because we ship to supermarkets all over the territory, much of our floral stock is transported through warehouses and put on trucks with a wide variety of other commodities,” said Roy. “We found that we were having numerous spoilage claims,” he said. “We felt they may be ethylene related issues.”

Roy explained that because of many shipments going to very

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What People Are Saying...

Although produce may only spend a small proportion of its 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.

"We began placing Ethylene Control packs in every box of flowers that we shipped out of the warehouse and since instituting this practice, we've cut down most of the claims for deteriorated flowers.

"Flowers are a naturally perishable product and it's normal to have some spoilage or damage claims. However, now that they have taken protective measures, we can report far less problems than before — even when they ship 10 bouquets to a bucket."

*Glen Roy
The Flower Market
Calgary Alberta
Canada*

Upcoming Events

OFA Floral Show

July 10th - 14th
<http://www.ofa.org>

Produce Marketing Association

Oct. 17th -19th
www.pma.com
See us at booth #1534

Flower Market

remote locations, the truckloads of small lots couldn't be economically shipped separately. After some research on the subject of ethylene gas and its destructive nature if not controlled, Roy said the company initiated the use of Ethylene Control packets.

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Flowers are a naturally perishable product and it's normal to have some spoilage or damage claims. However, now that they have taken protective measures, Roy reports far less problems than before — even when they ship 10 bouquets to a bucket.

The Flower Market has evolved over the years into a major player in the retail supermarket trade. "We've learned that our strength is being a bouquet maker and it has worked well for us," Roy said. "In the early years we were strictly a wholesaler, but found success in our value added bouquet making operation."

The Flower Market employs about 25 people in its Calgary facility and has seen its market share grow consistently over the last five years.

ProTree Nurseries get the best of cold storage



ProTree Nurseries got its start in the late 1960s under the name, Contra Costa Nursery. Some 36 years later, the company has built a solid reputation for producing top quality fruit trees and ships to all parts of the United States.

Located in Brentwood, Calif., the nursery operation grows and sells apples, cherries and pears. The nursery specializes in propagating more than 40 varieties of apples and 40 varieties of cherries. They produce two popular varieties of pears, said long-time manager, Richard Chavez.

See Nursery finds niche, Page 3

Nursery finds niche with apples, cherries, pears

Although the business was originally named Contra Costa Nursery, in the mid-70s the name was changed to ProTree Nurseries. Chavez has been with the company for all but the first two years of operation. Early in his career, Chavez was in charge of tree production and spent much of his time in the field.

“We farmed about 10 acres in the beginning,” Chavez said. “At one point, we were growing trees on 160 acres and were moving more than 2.3 million trees a year.”

Currently, ProTree Nurseries farms about 100 acres and produces approximately 1.4 million trees annually, a volume that Chavez called “more efficient and manageable.”

ProTree ships trees to New York, Michigan, Ohio, Pennsylvania, Virginia, Utah, Colorado, and large volumes to Oregon, Washington and of course, California. They also ship to Mexico.

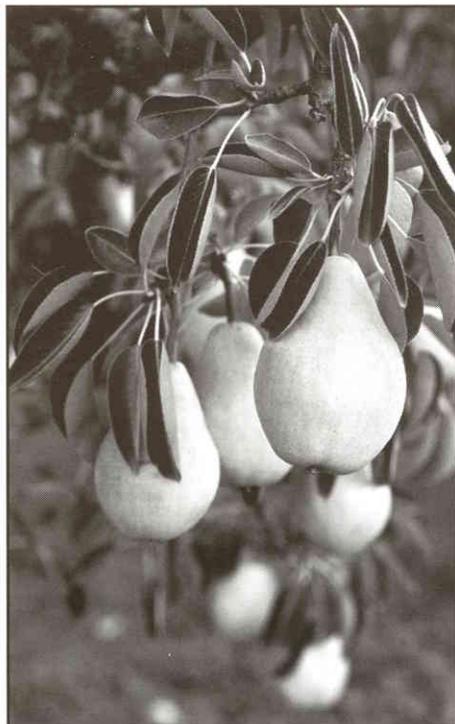
“In the early days we used to hill our trees outside in a trench and covered them with sand,” Chavez said. “We decided we were going to put the trees in cold storage instead of leaving them out in the weather.”

Chavez said he was at an industry meeting in Oregon and one of the presentations warned nurserymen to beware the effects of ethylene gas on their bareroot trees kept in cold storage facilities.

“It's important to monitor the ethylene gas levels,” he said. “So when we first started, we found that we had ethylene readings of 800 parts per billion. We knew it wasn't good for the trees, so we made the transition to EC3 machines from Ethylene Control in the early 80s.”

Chavez said they monitor three huge cold storage rooms now that have a capacity to hold more than 2 million trees, and ethylene levels are usually around 10 ppb.

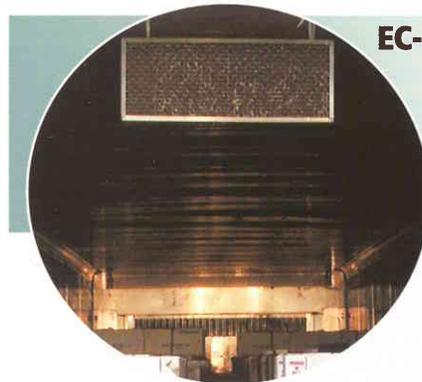
ProTree Nurseries employs 12 people year-round — a workforce that swells to nearly 80 during harvest season.



EC-Power Pellets Sachet



EC-Filters



EC-3+ Filtration Systems



Super Valu sees big reduction in ethylene levels

Recently Super Valu's distribution center in Ft. Wayne, Indiana installed EC-3+ ethylene scrubbing equipment. Before the Ethylene Control scrubbers were installed, Super Valu took air samples and Aalto Ethylene Testing analyzed the samples.

Scrubbers were installed in four areas of the facility. A few weeks later, more air samples were taken. These tests show that our products will lower ethylene levels up to 98.9%

"We have indications that we are getting four to five days extension on shelf life in tomato storage alone. The results of banana storage readings are significant. Wet produce has more of a gut feel as inspectors seem to think our California greens are much happier," said Ken Starnes of Super Valu.

<u>Cold Storage rooms</u>	<u>Before EC</u>	<u>With EC</u>	<u>Reduction</u>
1. Dry outside room Potatoes, onions, etc.	470 PPB	98 PPB	80%
2. Wet Room #1560 PPB lettuce, celery, etc.		15 PPB	97.4%
3. Banana staging area, after gassing	14,560 PPB	171 PPB	98.9%
4. Tomato Storage	5,421 PPB	76 PPB	98.6%

University studies show 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 level 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.

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.



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