



President's CORNER



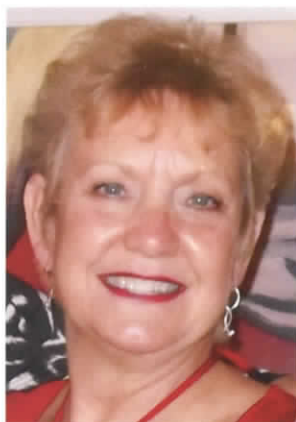
Our business is growing every year even in these troubled economic times. I feel it's because through out the distribution chain our customers need to find ways to increase the bottom line by reducing shrink. By using our ethylene removal products they not only reduce shrink but give the consumer a higher quality product.

Ethylene Control Power Pellets not only get rid of ethylene gas but also kill molds, rots, bacteria and remove odors. Our products are ECO-FRIENDLY and do not have any disposal problems.

Sincerely,

Dave Biswell
David Biswell

ENTREPRENEUR **Brenda Patterson** SELLS EC PRODUCT ON BIG STAGE!



It was an exciting time for Brenda Patterson: her Produce Freshies™ was showcased on QVC TV, April 26, 2011 during the "Kitchen Unlimited" segment with Carolyn Gracie and Cindy Russo! It didn't stop there. May 2012, her Produce Freshies was featured on the Food Network's TV show, "Invention Hunters – Keeping It Fresh," starring Patrick Raymond and Steve Greenberg.

Brenda Patterson lives in Gold Canyon, AZ. She will be the first to tell you she has been blessed with numerous successes in her life. None of it was a stroke of luck. She just has an entrepreneur's heart and head for business.

As a self motivator with an aggressive personality, Brenda's first job out of high school was as an administrative assistant to the Merced County, Calif., Superintendent of Schools. With typing

skills in the 100-words/minute range and stenography at a blazing 150 words/minute, she moved on to be the youngest administrative assistant for Gallo Wines, working under Bob Gallo, son of Julio Gallo.

She secured her first senior administrative position in Virginia two years later, working for VH Monnette and Company, a manufacturer's representative firm selling products to the Armed Forces – her first introduction to placing products into retail.

Brenda started and built other businesses – deli's, shaved ice, chimney sweep, apiary and more – from the ground up and sold them when she felt the time was right.

Being self-employed for many years, Brenda decided to try working for someone else. She got a sales position for a recreational vehicle dealer – the only female on a staff of 16. "I didn't even know what a 'chassis' was, but I was blessed with the ability to sell," she said. "I was sales person of the month eight times in my first 12 months in the RV industry."

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She eventually became the finance and sales manager, closer buyer, and general manager of the dealership, which carried a \$60 million inventory.

It was during this time, she was asked by a friend to help for one season in the cheerleading uniform industry – Cheerleader Supply – whose rep left at the beginning of the season with no one to replace her. Cheerleader Supply was the largest uniform company of its kind in the world. She ended up as the regional manager in charge of 14 Western states and 25 sales people.

With her background in the RV industry, however, her family decided to open their own RV dealership, which they operated successfully for a decade.

In 2006, she opened Design Accents, LLC. “I dedicated my time to Design Accents placing other inventors and manufacturer’s products in major retail outlets. The blessings continued as I took my first product – a home decor item – to my first retailer, Walgreens. It resulted in Design Accents becoming a Walgreen vendor.

“I soon began helping others with product development – another aspect of marketing that has proven to be a good move,” says Brenda. That’s when she connected with Ethylene Control and began marketing their packets. Produce Freshies, the packet that keeps your fruits and vegetables and fresh-cut flowers fresher longer, was born! What a milestone. In 2009, once again another milestone, Design Accents became a QVC vendor.

The next milestone for Produce Freshies, after airing on The Food Network Channel’s, Invention Hunter’s, was a worldwide licensing deal with LifeTime Brands out of New York. Brenda is forever grateful to Dave Biswell, Norma Harris and everyone else at Ethylene Control.

Design accents will assist in placing your product into Big Box Retail, QVC or HSN TV shopping channels and can even refer highly qualified professionals for manufacturing, Brenda said.

RAILEX BRINGS Coast-To-Coast Shipping INTO 21ST CENTURY



Ethylene Control is pleased to feature Railex, LLC in this edition of our industry newsletter. Railex’s unit train provides the largest weekly temperature controlled TL & LTL system in North America.

The company was founded in 2006, opening a facility in Wallula, Wash., and Schenectady, N.Y. Two years later, Railex opened their facility in Delano, Calif. Trucks haul a wide variety of goods grown throughout California and Arizona to the Delano receiving facility.

The Railex platform can presently ship more than 25,000 pallets weekly. The firm’s future expansion into the Southeast region will increase capabilities by 25,000 pallets weekly, offering their customers 50,000-pallet capacity weekly, 5-day trip coast-to-coast, says Gary Peña, general manager at the Delano facility, which averages 90 railroad cars of perishable freight per week out of that facility.

“Railex is the only company of its kind in the country with California and Washington to New York non-stop shipments, 52 weeks a year,” said Peña.

"Union Pacific Railroad transports our goods from Delano to Illinois and then CSX railroad takes it into New York.

"The Railex TL and LTL platform provides manufacturers, growers, shippers and receivers in many industries with multiple weekly departures. Our dependable schedule provides consistent lanes and services for many temperature controlled LTL shipments," he says.

The list of transported goods is almost endless. Everything from tree fruit, citrus, grapes, nut crops, a wide array of vegetables, alcoholic and non-alcoholic beverages of all kinds, confection and candy, dairy products, pharmaceuticals, frozen foods, seafood, vitamins, and all other retail commodities are shipped by rail from Delano to the Railex facility at Rotterdam Industrial Park in Schenectady, New York. Once in New York, goods are off-loaded onto trucks for delivery at their final destinations along the East Coast.

"We also use Ethylene Control filters to help us improve the quality and life of fresh fruits and vegetables that currently move through our unit train transportation platform," says Peña. "These filters are positioned within the rail cars, which absorbs the ethylene gas, which is a natural by-product of the ripening process. Tests have shown that using ethylene filters will increase the shelf life of fresh fruits and vegetables.

"We never break the cold chain while providing unmatched capacity that takes the long haul truck capacity issues out of play. Railex's three, 225,000 sq. ft. refrigerated distribution facilities feature a security system that barcodes every pallet and tracks it with our state-of-the-art GPS system," Peña says. The company has created the greenest TL and LTL temperature controlled, pallet driven system in North America.

Their refrigerated unit trains produce three times fewer emissions and saves an estimated 5.2 million gallons of fuel per year for every one train helping to reduce their carbon footprint. Railex is currently



moving 4 trains per week, two out of California and two out of Washington. Peña stressed that rail transport is the most fuel efficient form of ground transportation, helping to alleviate traffic congestion that would result if trucks had to haul the cargo.

The May issue of Patterson's the tasting panel magazine, featured the transportation company. "Railex USA delivers environmentally-friendly transport and, in turn, a better wine and spirits experience," the magazine reported.

Railex has a lot to offer its customers. Railex unit trains consisting of refrigerated, 64-foot series cars with fresh air exchange, GPS tracking and temperature control, are loaded inside their state-of-the-art refrigerated transload centers. They provide web-based real-time inventory access and have the ability to ship mixed commodities and accommodate all pack sizes and weights – bins, totes, RPC's, euro-packs and more.

Railex customers had this to say: Jody Easterday of Easterday Farms Produce: "We were one of the first customers to

use Railex out of Washington state. Railex has allowed us to expand our customer base in the northeast and given us the flexibility to market our product as if we had our own distribution center. The service has been excellent and incomparable to any options we have had in the past. Railex is now an integral part of our business."

Andrew Schultz, formerly vice president of produce and supply chain management, SUBWAY® restaurants: "Since the inception in December 2008, the SUBWAY®/Railex partnership can be summed up in two words – "Game Changer." In fact, there was no greater supply chain initiative over the past three years which created as much buzz, while continually exceeding expectations year after year, than what I consider Railex's unprecedented commitment to excellence. They continually raised the bar for everyone else in the industry and I'm grateful for all they have done. In just over three years together the results speak for themselves; 725 truckloads and 585K bags of SUBWAY® red onions shipped via Railex, 1.6 Million total miles traveled, 277K gallons of diesel fuel not used, \$860K in fuel cost savings, and 6.1 Million lbs. of carbon emissions saved. Nobody else can deliver results to the bottom line, both economically and socially. I look forward to many more years together of continued success and doing things the right way with my friends at Railex." (Schultz is currently vice president strategic business development, DiMare Fresh.)

You can visit the Railex booth #575 at the PMA Convention and Expo in Anaheim, Calif., Oct. 27-28. To contact Railex, phone 888-472-4539, or e-mail: info@railexusa.com.

Research Using ETHYLENE CONTROL POWER PELLETS



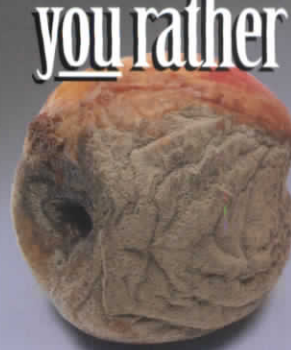
The PMA Fresh Produce Manual says that pitting of skin and discoloration are often problems in containers. Exposure to ethylene may accelerate skin deterioration and increase orange's susceptibility to decay.

Efficacy studies by independent researchers demonstrated that Ethylene Control Power Pellets kill a variety of rot and mold spores. Cultures of sour rot, blue mold, green mold and brown rot were tested. In the majority of tests, no spores were detected after passing over the Power Pellets.

The University of California, Davis researchers reported that the removal of ethylene gas is "critical to prevent concentrations that exceed the threshold for ethylene injury." In this study, several products that claim to eliminate ethylene gas were tested. Only Ethylene Control Power Pellets were found to remove ethylene gas.

Our EC-3+ ethylene gas scrubber is very effective in reducing air-borne fungi, especially *Rhizopus*, a serious post-harvest tomato pathogen in a tomato cold storage room. The hardier *Penicillium*, a post-harvest pathogen group on many crops, was also eliminated. Our scrubber have been able to lowered ethylene levels up to 98%.

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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P E R S P E C T I V E S



Fresh