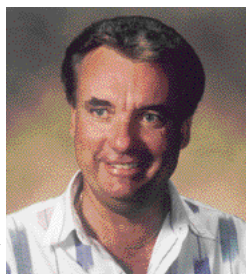




# Fresh PERSPECTIVES

Newsletter of Ethylene Control, Inc.



*I would like to thank our thousands of customers through out the world for their busi - ness over the past 15- plus years. There are similar products being offered now in today's market place, but many of them last only about half of the life of our patented Purple Power Pellets. In addition, many of these substitute products are faced with the problem of disposal, since they are consid - ered hazardous. The next time you are faced with one of the "alternatives", please ask for a Material Safety Data Sheet.*

*On another note, besides our superior products, we have also supported PMA, United FFVA, 5-A-Day, California Grape and Tree Fruit and many other such pro - duce grower support organizations for many years. The result of which is to help you, our customers, market more fruits and vegetables to the general public!*

Sincerely,

*Dave Biswell*  
Dave Biswell

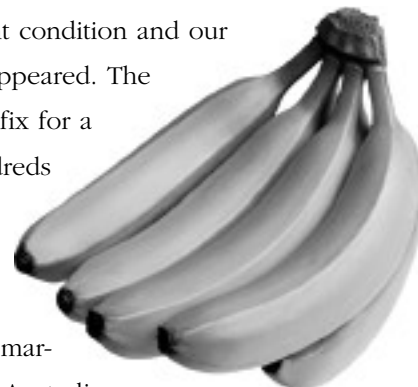
## Over-Ripe Banana Arrival Problems Solved

Recent trials with Lady Finger Bananas by Chiquita and individual growers in New South Wales has resulted in savings of hundreds of dollars per load with the use of Ethylene Control sachets to control over-ripening in transit.

Lady Finger arrivals into Perth for Chiquita were arriving over-ripe, which was costing them money on every carton. "So we trialed an Ethylene Control sachet in each carton and the results were excellent" says Don Capner of Chiquita. "With the sachet included in each carton our product is arriving in excellent condition and our over-ripening problems have disappeared. The sachets are a cheap and effective fix for a problem that was costing us hundreds of dollars per load."

"We are extremely happy with the trial results," says Garry Jowett of PMG International who markets Ethylene Control Products in Australia.

"We have had similar results with Mangoes and other tropical lines, but this is the first real work we have done in the Banana industry. I hope we can now encourage more widespread use with Bananas because we know our sachets will pay for themselves many times over for growers where in-transit ripening is a problem."



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## Zeolite Questions?

If you are interested in knowing more about the Patented Zeolite media we use in our Ethylene



Control Products, here is a great report that gives you all of the details.

*"FACTORS AFFECTING ETHYLENE ABSORPTION BY ZEOLITE: THE LAST WORD," (from us) published in 1998 by the University of California, Davis in the Perishables Handling Quarterly. You can request a copy of this very thorough report by calling our offices at (559) 896-1909 or emailing a request to: ethylenesales@worldnet.att.net*

## Upcoming Events

### **PMA International Convention**

Anaheim, CA  
October 27-31

### **Western Growers Annual Meeting**

Tuscon, AZ  
November 12-15

### **PMA Fresh Produce Academy**

Orlando, FL  
November 9-11

### **United 2001-Convention and Grow Tech**

Tampa, FL  
March 17-19

## Sun Pacific Shippers of Bakersfield

Sun Pacific Shippers of Bakersfield, California has a tough reputation to live up to, their own! Recognized as one of the premier shippers of citrus and table grapes for the Pacific Rim with the number one requested label, RP-Brand, "Sun Pacific can not settle for remaining static." That is what Cold Storage Manger, Mr. Larry Nixon tells us, "We have to maintain our level of top quality year after year. So we are constantly reviewing processes that allow us to push the quality window even more."

One way that Sun Pacific achieves these results is with Ethylene Control's EC3+ Air Filtration Systems. With more than 20 units in operation throughout the year, Nixon utilizes the EC3+'s to enhance an already successful Cold Storage operation. "The Scrubbers are an integral part of our operation. They are mobile, so we can move them from room to room dependent upon need and commodities being stored. We also find the Scrubber very economical to use. We utilize other processes, which are more expensive, but the Scrubbers just flat work! We also like the local service Ethylene Control provides us, as well as their assistance in developing improvements throughout our Cold Storage operation."



Sun Pacific is under going major changes as well. Nixon is presently in the middle of a major plant expansion, which will more than double their cold storage capacity. Asked if the new state of the art facility would need any EC3+'s, Nixon responded, "You bet, Ethylene Control Scrubbers are cheap insurance, and the benefits we realize in fruit quality is significant."

## Bear Creek Orchards, A Company With A Mission

Bear Creek Orchards had its beginnings in Medford, Oregon just after the turn of the century. Sam Rosenberg bought 240 acres of pears and named the place Bear Creek Orchards after a nearby waterway in the Rogue River Valley. After Rosenberg's death in 1914, his sons, Harry and David developed a booming market for Comice pears distributing their fruit to restaurants in Europe. That market collapsed during the Great Depression and facing bankruptcy the two brothers had the idea of selling their pears via mail order. A 1934 marketing trip to New York and San Francisco saw the brothers offer their Royal Riviera® pears to VIPs as the "perfect gift."

Business took off, and mail orders rolled in. It was the beginning for Harry and David, America's premier marketer of fruit and food gifts with 95 locations.

Bear Creek Corporation added a new line of products to their portfolio in 1987 by purchasing Armstrong Roses. The company continues to grow and currently has some 16,000 employees.

Bear Creek is always developing new ways to promote their reputation for quality products and customer service. They work with respected research facilities to keep pace with the latest developments in the industry and establish the best storage and handling practices that utilize Ethylene Control to maintain freshness and quality of their products. One of the most important elements in their QC program is to monitor ethylene levels on a daily basis.

According to Frank Kieffer, vice president of materials, Bear Creek Orchards currently has 20 facilities with approximately 25,000 square feet of storage scattered throughout Southern Oregon. "In the past, if the ethylene levels got above university standards, we immediately had to vent our storage areas. However, after we started using Ethylene Control filtration systems with their bulbs and citrus, we've had zero storage problems," said Kieffer. "We plan to install more EC3 units in the future to ensure better quality control and do more testing on the benefits of controlling ethylene."

Kieffer emphasized that their high quality products speak for themselves and they ensure quality on arrival. "Our mission statement enlivens the philosophy to be the best in all we do," Kieffer said. "We shall continue to earn the loyalty and respect of all our customers." It is due to these exceptional standards that Harry and David will continue to provide their catalogue buyers with that "perfect gift."



## What People Are Saying...

*What People Say "In the past, if the ethylene levels got above university standards, we immediately had to vent our storage areas. However, after we started using Ethylene Control filtration systems with their bulbs and citrus, we've had zero storage problems." Frank Kieffer, VP of Materials Bear Creek Orchards Medford, Oregon \*\*\* "We saw a profound improvement in our efforts to slow the ripening of the fruit...we saw a radical change in fruit quality."*

**Richard Kinser, Manager Rogers Mesa Fruit Co. Hotchkiss, CO**

## David Anthony Named National Sales Manager



David B. Anthony has been named National Sales Manager for Ethylene Control, announced Dave Biswell, president of the firm. Anthony comes from a five-year stint with Ryan Instruments of Redmond, WA. In the past 15 years he has been involved in the food processing industry with emphasis on dairy, produce, meat and poultry products.

Anthony lives in Fresno with his wife, Lynnette and three children. He was Western Regional Manager for Germania of Madison, WI covering the 11 western states. He also has sales experience with Black & Decker, Bridgeport Machine Tools and Consolidated Freight. He attended high school in Fresno and majored in music at Fresno State University. In his spare time he is part of a brass quartet. His interests are golf, church and family.

He is a member of California Grape and Tree Fruit League and chairman of the Supplier's Committee; United Fresh Fruit and Vegetable Association and the Produce Marketing Association.

"I'm really excited to join Ethylene Control and offer proactive solutions to the fruit and vegetable industry in a day and age where competition and pricing are so critical," he said.



**Which one would you rather eat?**

Without Ethylene Control  
FreshFide

With Ethylene Control  
FreshFide

**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](http://www.ethylenecontrol.com)

*The above photo is not an actual test, but for demonstration purposes only.*