

The Freshest Cut

Eleventh Edition

Brought to you by



Keeps cut produce fresh!

NatureSeal Goes to Washington

In early September, NatureSeal® participated in the annual United Fresh Washington Public Policy Conference in our nation's capital. The conference kicked off with the Fresh Festival on Capital Hill, where exhibitors sampled their products to invited attendees including Senators, Representatives and legislative aides from the Senate and House offices. This year, the program was structured a bit differently than in previous years, by combining Fresh Festival with the conference's Welcome Reception. This made for an exciting, high-energy time of produce tasting, networking and good old-fashioned socializing among fresh produce peers and our legislators.

Three days were packed with an aggressive schedule of conferences and an impressive group of keynote speakers including Senator Saxby Chamblis (GA), Ranking Member, Senate Agriculture Committee, Senator Debbie Stabenow (MI), Chairwoman, Democratic Steering and

Outreach Committee, Representative Dennis Cardoza (CA), Chairman, Subcommittee on Horticulture and Organic Agriculture and Committee on Agriculture, and Representative Rosa DeLauro (CT), Chairwoman, Subcommittee on Agriculture, Rural Development, Food and Drug Administration, and Related Agencies, Committee on Appropriations. As some groups made their way to Capital Hill to meet with their respective state representatives to discuss specifics of the 2009 Farm Bill, others met with the FDA to discuss the issue of Food Safety.

We all walked away after uniting for a common cause, knowing we have been and continue to make a difference for growers, processors, packers, equipment manufacturers, transportation providers, produce consumers, school children and the future of the entire fresh produce industry. What a gratifying feeling to have.

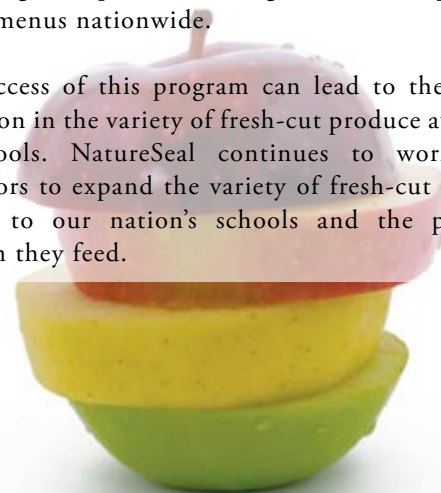
USDA: Fresh Sliced Apples... Just What Schools Have Been Waiting for

NatureSeal, along with produce processors, distributors and association members, has been working with the USDA on a fresh sliced apple commodity program for schools. After an enormous amount of tireless effort and commitment on all fronts, the pilot program is slated to roll out in six states this fall. Barring any major unforeseen obstacles, the program will go full steam ahead in the beginning of 2009, giving every school in the U.S. the ability to offer fresh sliced apples to students.

There are major barriers that exclude many children from eating fresh produce. Missing or loose teeth and braces make it virtually impossible to bite into a whole apple. With the boom of the fresh-cut produce industry, a solution to these issues was presented. Several independent studies have shown that consumption of fresh apples increases among school children when the fruit is served in a sliced format.

Through this amazing program, the cost of the apples and the processing and packaging will be fully funded by the USDA. The only cost to the schools will be the freight from their distributor to their school, thereby expanding the option of adding fresh sliced apples to school menus nationwide.

The success of this program can lead to the future expansion in the variety of fresh-cut produce available to schools. NatureSeal continues to work with processors to expand the variety of fresh-cut options offered to our nation's schools and the precious children they feed.



Successful Partnerships

NatureSeal and Pear Bureau Northwest: A Classy Collaboration



NatureSeal has partnered with Pear Bureau Northwest on a promotion aimed at high-end bars, lounges and upscale restaurants that require fresh ingredients, consistent quality, and also offer innovative, classy cocktails guaranteed to make your mouth water! The Bartender's Guide to Pear Cocktails is a beautiful reference piece with background information about pears, and filled with a delicious array of cocktail recipes.

In an extensive market study of this industry, the greatest issue voiced by mixologists with using fresh-cut pears as garnishes is the browning that occurs shortly after cutting. Fresh-cut pears, like apples, avocados, potatoes, and bananas, will naturally start to oxidize or turn brown almost immediately once the cell walls inside the fruit are exposed to oxygen. The pear is a sophisticated fruit that makes for fantastic libations, fresh garnishes, or a healthy snack, but it must also look and taste "just cut" despite having been prepared in advance of serving.

NatureSeal, the premier product used to commercialize the sliced apple we all know and love

today, also allows fresh-cut produce processors and food service operators to slice and treat fresh pears. Whether for sale to retail outlets, schools, hospitals, and restaurants or for use in the back of the house, the same innovative technology developed and patented with the USDA is available.

NatureSeal (AS-1) for fresh-cut pears will maintain their natural taste, texture, and color for up to two weeks... allowing time to prepare hours or even days in advance. Additional features are NatureSeal's allergen-free and sulfite-free status, as well as being Kosher certified.

There are over 5,000 varieties of pears grown throughout the world. Pears are available in most areas of the country throughout the four seasons. The Pacific Northwest supplies well over 85 percent of the North American commercial pear crops. Available in a number of varieties, including Anjou, Bartlett, Bosc, Comice, Concord, Forelle, Seckle, and Starkrimson, yours is ripe for the picking!

On the Road	Date	Booth #	Location
Produce Marketing Association (PMA)	Oct. 24-27, 2008	744	Orlando, FL
IPA World Food Process Exhibition	Nov. 17-20, 2008	Hall 2, Row F, Stand 35	Paris, France
Fruit Logistica Berlin/Fresh Conex Berlin	Feb. 2-6, 2009	Hall 2.1, Passageway D	Berlin, Germany
CaterSource	Feb. 24-25, 2009	842	Las Vegas, NV
Seatrade Cruise Convention	March 16-19, 2009	2285	Miami, FL
New England Foodservice Expo	March 22-24, 2009	321	Boston, MA
United Fresh Produce Association	April 22-24, 2009	1221	Las Vegas, NV
Canadian Produce Marketing Association (CPMA)	May 6-8, 2009	933	Toronto, Canada
National Restaurant Association (NRA)	May 16-19, 2009	2849	Chicago, IL
School Nutrition Association (SNA)	June 30-July 2, 2009	955	Las Vegas, NV
Western Foodservice Expo	Aug. 30-Sept. 1, 2009	1836	San Diego, CA



Partners Across the Pond

AgriCoat NatureSeal Ltd recently sat down with Roy Giordano, Marketing Manager of Salico, a processor partner in Scandinavia. Salico cuts, washes and bags salads and fresh-cut fruit under the popular Snax brand. The company is extremely innovative and always looking for ways to expand its market. Salico has recently been acquired by another Scandinavian company, Norlco.

"We are now actively looking for synergies between Salico and the other Norlco companies," explains Roy. "We must find new ways to serve the market in Scandinavia with fresh produce that is both healthy and convenient—salads and fruits, of course, but also cheese, ham and even meatballs are options for us."

Roy sees the typical customer for Salico as "modern"—consumers who are concerned with healthy eating but are busy and highly pressured and therefore lack the time to prepare meals and snacks. Salico is a major supplier to retail food outlets across Scandinavia, including over 500 Scandinavian branches of McDonald's.

NatureSeal is "absolutely critical" to Salico's business, says Roy. "We're very pleased with the extra shelf-life [NatureSeal provides] that we need for our products." Extending the shelf life of food is even more important in Scandinavia than Britain, Roy explains. "Sweden, for example, has 9.5 million people but ours is a large country, 2,200 km in length, with total area that is comparable to Germany, so our products can often be in transit across the country for 3-4 days. We are totally dependent on NatureSeal (AS-1) to keep our products fresh."

As Roy explains, only AS-1 is proven to be effective in enabling Salico to achieve its goal for its products which is a "1 plus 10" shelf life (i.e. Day 1 production, plus up to 10 days for distribution and sales).

He acknowledges that the market for fresh produce is not as large or as highly developed in Scandinavia as in the UK, which presently has more varieties as well as high quality products. By comparison, Sweden is embryonic. That is why Salico benchmarks against the UK, and why Roy is interested in developments within the UK market.

"AgriCoat NatureSeal are great partners," adds Roy. "They are always there for us and deliver on time. When we encounter problems they solve them for us. We depend on them."

Roy is convinced the fresh-cut market will increase throughout Europe. Salico and AgriCoat share a similar approach, says Roy, with "strong ambition and a commitment to innovation. Both companies have an interesting future!"

Salico





PRSRT STD
US POSTAGE
PAID
HACKENSACK, NJ
PERMIT NO. 1121

NatureSeal, Inc., 1175 Post Road East, Westport, CT 06880

Did you know ...

- ... It takes about 36 apples to create one gallon of apple cider*
- ... Two pounds of apples make one 9-inch pie*
- ... Americans eat 19.6 pounds of apples every year*



The Asian Connection

NatureSeal has expanded its marketing efforts into the Far East, participating in the Asia Fruit Logistica in September. This emerging market looks to become a major player in the future of the fresh-cut industry. Although 2008 was only the second year of this trade show, if the growth of Fruit Logistica Berlin is any indication, this show is destined to become the premiere trade show in Asia for the produce industry in just a few years' time.

We generated a great deal of interest, and we've already agreed to participate in next year's event!



NatureSeal, Inc., 1175 Post Road East, Westport, CT 06880
800-344-4229 • www.natureseal.com

NatureSeal, Inc. is a subsidiary of Mantrose-Hauser Co., Inc., which is owned by RPM International, Inc., the specialty coatings company listed on the NYSE under the symbol RPM.

To be added or removed from the NatureSeal newsletter, please call 800-344-4229, ext. 236.

Copyright © 2008 NatureSeal, Inc. All Rights Reserved.