

May 2009

Special Issue:
All about Strawberries
Freeze-dried Strawberries
Strawberry Crop Calendar
Strawberry Varieties
Product List

Natural Notes

A newsletter containing information for and about the food ingredient industry from Van Drunen Farms

Fresh Perspective: **Freeze-dried Strawberries**

They were once a seasonal treat, prized principally as the quintessential taste of summer, but thanks to Van Drunen Farms' research and development, the benefits of farm-fresh strawberries can be enjoyed year-round with their Freeze-dried Strawberry line.

This sweet indulgence, dubbed a nutritional super-food, is rich in vitamin C, low in sugar and calories, and is a terrific source of potassium, vitamin B6, folic acid and fiber.

As a super source of antioxidants, heart-healthy strawberries are known to help lower blood pressure and cholesterol levels.

National studies show eating just eight strawberries a day can help protect against diabetes and some forms of cancer. Enjoying a handful of strawberries provides more vitamin C than an orange — 140 percent of the recommended daily allowance!

The great news is that freeze-drying

has only a minimal effect on nutrition while yielding a shelf-stable product that requires no refrigeration. Freeze-dried Strawberries are also naturally delicious, with no additives or preservatives.

A Fruit with History

Immortalized in the '60s Beatles tune "Strawberry Fields," the fruit was earlier linked with Venus, the Greek goddess of love.

American Indians were already enjoying wild strawberries when the Colonists arrived, but strawberries had entered mankind's daily diet long before that. History records their use in Italy more than 2,200 years ago.

The strawberry is unique because it is the only fruit whose seeds — an average of 200 per berry — decorate its exterior.

Though considered a member of the rose family, strawberries are considered America's favorite fruit, with 94 percent of households enjoying them regularly. In fact, according to the United States Department of Agriculture, each American eats 4.85 pounds annually. It's easy to understand then why Freeze-dried Strawberries are among the most popular of Van Drunen Farms expanding inventory of formerly seasonal foods.



Continued on page 2



Continued from front

In recent years, government and consumer organizations have tried to raise awareness to the benefits of eating more fruits and vegetables. These efforts, along with the great taste of the strawberry and the portability of freeze-dried products, has created a consumer-driven demand for freeze-dried strawberries.

Global Sourcing

Van Drunen Farms procures the sweetest, reddest and freshest strawberries that go into its freeze-dried product line by purchasing from growers throughout the world. The crop comes from California, Mexico, Egypt, Turkey, Serbia, Poland, Morocco, Italy, Spain, Bulgaria, Chile and China, according to Marc Meinecke, Head of Van Drunen Farms' Global Procurement.

Worldwide purchase allows Van Drunen Farms' strawberry buyers to select only from regions experiencing the most favorable growing seasons. (See the Strawberry Crop Calendar below for more details.)

Using an assortment of strawberry varieties from around the globe ensures a reliable raw material supply and a top quality freeze-dried product at an economical price.

Application and Availability

The bulk of Van Drunen Farms' Freeze-dried Strawberries is used in breakfast cereals, but they're also readily found in candy fillings, dessert and bakery mixes, snack items, oatmeal and pancake mixes, and in any application where fresh fruit flavor and color are the goal.





In addition, Van Drunen Farms' Freeze-dried Strawberries are used as flavorings in cheeses, specialty milk and honey; nutritional capsules and supplements; and they are used in pet food applications.

Production from individually quick frozen berries into a processor-friendly product takes place at Van Drunen operations in Momence, Illinois; Serbia in southeast Europe; and China.

Van Drunen Farms' Freeze-dried Strawberries, both certified organic and conventional, are available as whole fruit, slices, dices and powders. Van Drunen product specialists also welcome the opportunity to customize a strawberry product to meet particular customer needs.

Strawberry Crop Calendar

Region	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Egypt												
Turkey												
Serbia												
California												
Mexico												
Morocco												
Italy												
Spain												
China												
Poland												
Bulgaria												
Chile												

Product	Processing	Code	Pack Size
405	Freeze-dried	-60 Powder	40lbs.
98.1		-20 Powder	40lbs.
434.1		-20 Powder 	40lbs.
997		-3/8"+6	20lbs.
97.2		6mm	20lbs.
96.3		-1/2"+4	20lbs.
96.8		-1/2"+4 	20lbs.
96.5		-4+20 (3mm)	25lbs.
97.6		-5/8+5/16 (12mm)	15lbs.
96.4		18mm	19.8lbs.
C96.6		Sliced (Hi-vac)	15lbs.
D28		Sliced 	15lbs.
C96		+1/4" Sliced	15lbs.
96.6		+1/4" Sliced (oil-coated)	15lbs.
97		Whole	15lbs.
212.7	Drum-dried	-40 Powder w/o seeds	40lbs.
212.3		-40 Powder w/Rice	50lbs.
A38.1		-40 Powder 	50lbs.
D68		-10+60 Flake	30lbs.
212.4		-4 Flake	25lbs.
H68	Sugar-infused	3/8" Diced	20lbs.
817.9		1/2" Diced	20lbs.
817.6		Sliced	15lbs.
817.7		Whole	20lbs.

 Organic product



STRAWBERRY VARIETIES

Sourced by Van Drunen Farms

Turkey Organic Totem

Serbia Italian variety

California Camarosa, Albion, Ventana

Mexico Camarosa, Albion, Ventana

Morocco Camarosa

China American 13, Senga, Honeoye, Camarosa

Poland Senga Sengana

Chile Camarosa

Egypt Sweet Charlie, Festival, Camarosa

Contact Information

Irv Dorn

Sales Manager
815-472-3100 x129
idorn@vandrunen.com

Lisa Bouquin

Sales Representative
815-472-3100 x137
lbouquin@vandrunen.com

Carl DeVries

Sales Representative
815-472-3100 x127
cdevries@vandrunen.com

Kevin Haartman

Sales Representative
815-472-3100 x135
khaartman@vandrunen.com

Darrell Hanson

Sales Representative
815-472-3100 x136
dhanson@vandrunen.com

Ross Peterson

Sales Representative
815-472-3100 x138
rpeterson@vandrunen.com

Tim Zylstra

Sales Representative
815-472-3100 x140
tzylstra@vandrunen.com



300 West 6th Street
Mokenca, Illinois 60954

www.vandrunenfarms.com



Freeze-Frame: Renee Hoeksema



Dairy • Deli • Bake 2009

June 7-9, 2009
Georgia World Congress Center
Atlanta, Georgia
Booth #3265

AACC International Annual Meeting

September 13-16, 2009
Baltimore Convention Center
Baltimore, Maryland

- Renee has been a member of the Van Drunen Farms family for eight years.
- As a Customer Service Representative, Renee's responsibilities include processing orders and servicing customer inquiries. She also monitors VDF inventory at cold storage facilities on the east coast.
- Renee lives in Momence, IL, with her husband and three daughters—ages 6, 14 and 18. Most of her time away from the office is spent trying to keep up with her three girls, as you can imagine, but in her spare time, Renee enjoys reading mystery books.

In The Light

"But seek ye first the kingdom of God, and his righteousness; and all these things shall be added unto you."

— Matthew 6:33

Here's your new issue of Natural Notes!

vandrunenfarms.com
300 West 6th Street
Momence, Illinois 60954

