

Atlântica Foods

Market News

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Bimonthly Newsletter

Mango new season – yellow alert!



Mango new crop from São Paulo's processing area is scheduled to start by the end of October with the production of Tommy Atkins Variety. Industry and fields say that it may have a fall of approximately 20% until 30%, due to climate conditions, being more specific lack of rains in its production area,

that reaches over 50 days.

For Palmer Variety, the crop of which starts in January, the forecast is that it will come in normal conditions, however, it is too soon to predict.

It is also good to mention that problems with Indian supply and shortage in Colombia and Mexico are bringing the attention to Brazilian crop that, already shows it will not be able to fulfill all the demand.

From our side, we would like to hear about clients' interest and volumes needed, allowing us to build up the forecast for 2010/2011, working mainly on availabilities.

Good yield of tomato pulp in Brazil

The 2010 Brazilian crop of tomatoes for industrial use ending in November will be very good according to producers. During last crop the break was of at least 30% and for the harvest in progress that number has already been recovered.



The good trend in Brazil is going contrary to the harvest of the main producers. According to the site Tomatoland August 2010, California will close its harvest processing around 10 million tonnes of tomatoes compared to last year's harvest 12 million and China 7.4 million compared to 8.6 million in the same period last year.

50th Citrus & Beverage Conference

Last week Atlântica attended 50th Citrus & Beverage Conference in Clearwater, Florida/ USA, and it was great! It was interesting to meet people from our market and discuss about orange situation that became extremely delicate due to dryness of market, considering lack of product but also lack of rains that gives signals of possible damage on next season already.

During the conference, greening was the key point worked and it is being watched either in Florida or in São Paulo area in Brazil with a lot of care, once it reduces crop size and also increases production costs, everything is aiming at its future. Water usage should be another attention point, guarantying what is necessary to agriculture and environment.

Other subject that is under seller's care always is about buyer's needs, referring about consumer's wish of finished beverages too, so we keep working always to fulfill our client's demand offering standard but also tailor made products.



Pink guava: processing period is back!

Period of natural fall in Brazilian pink guava's production is ending so do not forget to check your needs and tell us about puree Brix 8/10 or concentrated Brix 14/16 and 18/20, aseptic or frozen, for prompt shipment or scheduled deliveries year round basis, remembering that, this way, you do not need to keep stocks! Please let us know!



China Juice Conference



CHINA JUICE

For the first time, Atlântica Foods joined China Juice Conference that this year took place in Xi'an, China. With more than 400 participants, the event showed China's strength as producer of fruit concentrate, mainly apple and pear, although some other juices of fruits that grow in temperate climate also are part of export's agenda of that country.

Atlântica Foods is concluding association agreements for commercialization of China concentrates in South America, so our clients will soon receive complete information regarding our availabilities.

Also in China, we have been visiting tomato processors and being close to the season of that country; besides Chinese puree concentrate, that we have commercialized important volumes already, from now on we can offer powder tomato and lycopene as well!

It is acerola's time!

Acerola's season is starting in October/2010! Hot weather is good for it and this season seems to be good, although lack of rains keeps trees poor regarding quantity and beauty of fruit.



Since the juice/concentrate is produced subject to order, accept our suggestion in working on needs now right in the beginning of 2011; inform us otherwise.



NEW PRODUCT:

Oats, count on us for this novelty!



Oats are highlighted on Brazilians' menu because it is a very nutritious cereal, which has calcium, iron, protein, vitamins, carbohydrates and fiber.

Besides, it has a high beneficial power due to soluble fiber, which is related to an intestinal well functioning and the reduction and maintenance of cholesterol levels. Atlântica Foods, considering the needs of its customers, are importing and selling this product nationalized. Oats are available rolled oats, old fashioned or instant packed in bags of 25 Kg each.



Events

SIAL

We would like to invite you to visit us at the fair SIAL Paris, France, in **October, from 17 to 21**. We will be in Pavilion 4, booth L014. Looking forward to your visit!



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