

# Atlântica News

ACCURATE INFORMATION FOR YOUR BUSINESS



NUMBER 026 - MARCH / 2011 :: BIMONTHLY NEWSLETTER



## Passion Fruit: Alert for the 2nd semester

Concentrate passion fruit market's calm appears to be ended.

According to the publication FoodNews January, 2011 the demand for Ecuadorian product should increase in the 2nd half of this year, once it is time to replace old plants with new ones and so the buyers are being warned to cover their demands before prices rising.

In Brazil, demand should be stronger on the coming months and price increase movement is similar once passion fruit juice is one of the few products that prices hadn't suffered increase last crop.

## Cashew crop reduction also affected the cashew juice industry

The harvest of cashew for juice processing that in Brazil ended in November, 2010 had fallen around 60% comparing to previous year.

Climatic factors and also poor maintenance of the orchards have been the main causes of the crash, appointed as one of the worst in the Brazilian cashew history.

Despite all crop problems, we can still offer a small quantity of juice, and so, we invite you to contact our commercial staff that will reply to your inquiries immediately.

## New representations

Always searching for quality and improvement of its services, Atlântica Foods starts 2011 with new partnerships in the areas of food and packaging



### Cashew, melon and acerola!

As from last February we exclusively represent the ICP Fazenda Maisa Ltda. It belongs to the Gtex holding company, traditional domestic manufacturer of cleaning products, the factory is located in Mossoró, State of Rio Grande do Norte.

We have initiated one more long-term business operation and in order to develop new products that fully meet your needs, we will soon be able to supply also clarified concentrates and essences, in addition to standard products. We are available for technical visits and quality audits.

### Aran Packaging in Brazil

Always looking for alternatives in order to better serve our clients, as from January 2011, we exclusively represent Aran Packaging in Brazil, an Israeli company, specialized in the production of aseptic packaging and bag-in-box (BIB), all of them exclusively manufactured with materials approved by U.S. FDA. With innovative and creative packaging, we are offering a range of solutions with high quality packaging for pulp and fruit concentrates and also BIB wines.

Request information or schedule a visit to see what's Brazilian Aran.



### Rheem - drums!

Exclusive representative in Brazil of the Chilean company Rheem, we present solutions in the line of conical drums and the big new KDD (Knock Down Drums).

It is the most practical solution in conical drums because the body is delivered unarmed, reducing the transmission / shipment and storage area. They are available in 55 and 60 gallons with removable cover (OH) or fixed (TH) for several uses: oil lubricants, chemicals, mining activities, agribusiness, etc.

Do not miss the opportunity to get more information by calling us or scheduling a visit to see the entire line Rheem Chilena.



## Tomato: a view on today's scenario!

Tomato paste's market is in movement looking for the increase on prices of Chilean products due to dry weather on that region; in California the forecast is that the crop will be 2.4% higher in comparison to the last year, although a lot of controversy on its production due related known problems with lack of water for irrigation.

Then, in China, 2011 production, which season runs rapidly and strongly during July – September months only, should keep in similar level of the last year, with 6,2 million tons, as per Tomatoland website report of last month, however allowing an open eye once this is the lowest number since 2007 season.

Also in Brazil there is news: in the last months, tomato by products' market has completely changed with multinational acquisitions of national processing companies.



Register to receive the Newsletter by clicking "Contact"



Access previous editions in the menu "Newsletter"



Learn more about Atlântica Foods

Tel: (55 11) 4586-1226  
Fax: (55 11) 4586-8607

atlanticafoods@atlanticafoods.com  
www.atlanticafoods.com

## CONTACT:

CLICK and talk to us by



DOMESTIC TRADE and IMPORT:  
atlantica002 atlantica012

EXPORT:  
atlantica003 atlantica006