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Good News: Weather Not a Factor for FruitFast Prices and Supplies - Fruit Freezes but Company Holds Fast on Pricing -

The Midwest's recent adverse weather conditions may lead to a 30% drop in the red tart cherry crop this year, but FruitFast, America's exclusive producer of whole-fruit softgel capsules has announced that prices of their tart cherry products will not be affected.

/24-7PressRelease/ - TRAVERSE CITY, MI, July 04, 2008 -- FruitFast , America's exclusive producer of whole-fruit softgel capsules, has announced that prices and supplies of their CherryFlex Softgel Fruit Supplements and other tart cherry and berry products, will not be affected as a result of the Midwest's recent adverse weather. The company credits their years of experience in the fruit-growing and retail business as the reason for being prepared for the predicted downturn in this season's fruit production.

This year's total U.S. red tart cherry crop forecast is 177 million pounds, down 30 percent from the 2007 crop and 33 percent below 2006, according to the National Agricultural Statistics Service (NASS), US Department of Agriculture.

Michigan produces 70 percent of the nation's tart cherries, and a substantial portion of that total is grown in northwest Michigan - home of FruitFast, and parent company, Brownwood Acres. "As the Cherry Capital of the World, the region is expected to produce 75 million pounds this year, following spring frosts and damaging wind and hail in recent weeks," said Cherry Marketing Institute Executive Director, Phil Korson. "So the crop will be down substantially."

But FruitFast owners, Bob Underwood and Steve deTar were prepared.

Their collective years of experience - 40-plus for Underwood as a grower and processor and deTar as a third generation fruit product producer and retailer - has made all the difference in freezing prices and keeping up with demand.

"We have always kept a substantial inventory of fruit on hand for this very reason," said Underwood. "Farming in general is unpredictable when it comes to weather and cherries are highly perishable and vulnerable. We are very well positioned to make sure our customers are well taken care of with adequate product. We are committed to holding our pricing at current levels for the remainder of this year and the first six months of 2009."

FruitFast officials say they have a solid inventory of all fruit supplement product lines and expect to maintain consistent pricing.

(*) This statement has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

About FruitFast

FruitFast is the exclusive producer of whole fruit softgel capsules including CherryFlex , WildBlueberry IQ and their popular --Wonderful Pomegranate. The functional food company (www.brownwoodacres.com) also produces a variety of fruit supplement bars made from 100% fruit. In addition, CherryFlex, Wonderful Pomegranate and MixedBerry are available in condensed liquid form. All products can be ordered online or call toll free (1.877.591.3101) Monday through Friday, 8:30 a.m. to 5:00 p.m. EDT.