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National Nutrition Month

March is celebrated as National Nutrition Month – This is where our superfruits shine

March is deemed National Nutrition Month by the Academy of Nutrition and Dietetics. National Nutrition Month promotes nutrition education and invites the public to learn how to develop healthy eating habits and make informed food choices.

This year, the Academy of Nutrition and Dietetics encourages consumers to recognize nutrition is not a one-size-fits-all approach. Diets should be based on personal preferences, cultural traditions, and budgetary concerns. The Academy of Nutrition and Dietetics has a ton of great resources and planning material. Learn more about [#NationalNutritionMonth](#) [here](#).



2021 Trend Focus: Transparency

Brands are upping their transparency game as consumer interest in where their food comes from and what they put in their bodies continues to grow

Advances in digital technology enable consumers to get closer to their food through greater transparency and knowledge levels.

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Consumers' interest in the origin of their foods and beverage products is resulting in ingredient provenance. The origin of raw materials such as nuts, cocoa, and sugar is increasingly being highlighted, along with ethical credentials and packaging sustainability. As reported by **Innova Market Insights**, learning more about where foods come from was of interest to **85% of global consumers**.

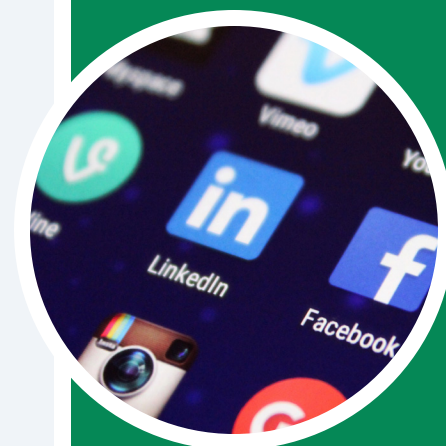
Our fruits are harvested at peak season and flash-frozen to preserve integrity, nutrition, color, and flavor. We partner with quality-obsessed growers that follow stringent guidelines set by both federal and state governing bodies.

Enjoy Graceland Fruit **infused dried fruits** knowing they are responsibly grown and sourced, with transparency protocols in place. Want to see how we do it? Watch how our fruits are **grown and harvested**.

The Clean Label Evolution

A **2019 Clean Label Study** released by the **Kerry Health and Nutrition Institute** found that consumers have started to question the presence of product claims, certifications, and ingredients in order to understand their impact on overall health. Consumers have driven an evolution of the nutritional label starting with a desire for natural, no additives, nothing artificial, organic. Followed by GMO-free and minimally processed. Today, consumers want short ingredient lists that are real and recognizable.

At Graceland Fruit, we pride ourselves on using only natural ingredients. Our conventional and organic **infused dried fruit ingredients** and **juice concentrates** contain no artificial additives or preservatives. Our products are non-GMO project verified, gluten-free, allergen-free, and offer delicious nutrition.



Are you thinking about using LinkedIn as part of your marketing strategy?

LinkedIn marketing can help make connections, generate leads, improve brand awareness, and drive traffic to your website.

1. There are 2 BILLION global LinkedIn users
2. LinkedIn is used by 50% of Americans with a college degree
3. 70% of LinkedIn users are not in the United States
4. 61 million senior-level influencers use LinkedIn
5. LinkedIn's monthly unique mobile user count is 63 million
6. A LinkedIn post that converts best is only 248 characters long

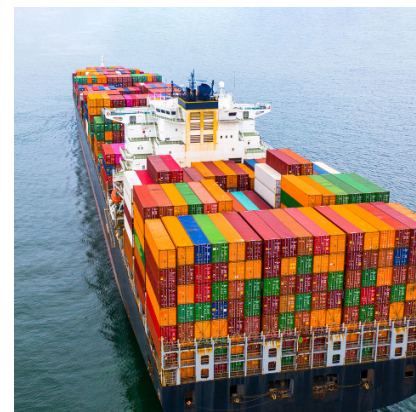
*SalesIntel

Industry News: Navigating the Transportation Industry

The transportation industry is facing multiple challenges and shortages, making it tough to secure vessel space

Bloomberg has reported that dry bulk and container freight is in very high demand as raw material demands increase. This increase is due to the consumption shift during the pandemic as consumers shift how they spend their money.

The pandemic has had a global impact on the shipping and storage sectors, causing a shortage of qualified operators at the docks, creating shortages of available chassis and long lines of trucks waiting at the terminal gates. Pandemic after-shock has overwhelmed global supply lines. According to the **Freightos Baltic Index**, the cost of shipping a container of goods has risen by 80 percent since November 2020 and has nearly tripled over the past year.



One year after COVID-19 first disrupted global supply chains by closing Chinese factories, fresh shipping headaches are delaying U.S. exports, crimping domestic manufacturing and threatening higher prices for American consumers.

With daily monitoring of the global shipping industry and rates, our supply chain team is dedicated to providing our customers with the best rates possible.

Ingredient & Nutrition Spotlight: Cultivated Blueberries

Cultivated Blueberries are powerfully nutritious superfruits that are packed full of health benefits. They are remarkably versatile and deliver authentic taste and texture, making them perfect for various food applications.

Nutrient-dense, this delicious superfruit helps strengthen immunity and promote cardiovascular and cognitive health. They are packed

full of antioxidants, contain virtually no fat or cholesterol, and are a good source of fiber. Cultivated blueberries are product-enhancing berries that make ingredient statements real and recognizable.

Blueberries are one of the most versatile fruits ever! Dried cultivated blueberries have a sweet-tart flavor balance, run smoothly through finished goods production, eliminate color bleeding in baked goods, and perform well in a wide variety of food and beverage applications. According to the US Highbush Blueberry Council, about 4,000 new products containing blueberries are launched every year.

The American Institute of Baking states that dried blueberries' low moisture content makes them ideal for baking mixes that require extensive mixing. Dried blueberries are used in cookies, muffins, yeast breads, cereals, oatmeal, and much more.

Consumers increasingly care about food origins, with US-grown and connection to specific geographic regions increasingly preferred. Cultivated blueberries are truly a homegrown superfruit as Michigan is deemed the #1 cultivated blueberry state in the United States. Graceland Fruit cultivated whole blueberries are available in two sizes, plus diced and petite diced.



Upcoming Industry Events

We look forward to connecting! Will you be there? **Let's connect!**

- **Taipei International Bakery Show**
Taipei City, Taiwan
March 26-29, 2021
- **Bakery China**
Shanghai, China
April 27-30, 2021
- **IFT Nor-Cal Section Suppliers Night Expo**
Pleasanton, CA
May 11, 2021

Did you Know?

Red is predicted to be a top food and beverage color in 2021, as the vibrant shade can help signal the start of a new era.

Add a pop of bold, bright red color to your applications! The ruby red color of **tart cherries** is unmissable due to the concentration of anthocyanins.

Application Inspiration: Cereal

Cereal is cool again! Cereal gets an unexpected revival as more and more people eat breakfast at home and stock up on familiar, shelf-stable products.

The early days of the pandemic led to shortages of packaged goods as people rushed to stock up. The surge in cereal sales marked a dramatic turnaround: In 2019, cereal sales dropped 0.6%, following a 1.4% drop in 2018, according to Nielsen data. In 2020, sales jumped nearly 9%.

Growth in the healthier cereal offerings is thought to be due to an accelerated demand from adults working from home and staying at home. **Cereals** prove to be a popular **application** for dried superfruits, like **cherries**, **cranberries**, and **blueberries**. They offer the perfect product profile for any hot or cold cereal application, add nutritional value, bold pops of color, and deliciously intense flavor.

Do you want to make cereal cool again? Looking for a customized solution? **Talk to our experts!** Want samples of our superfruits? **Order here!**



We deliver delight.

Graceland Fruit, Inc. is a leading producer and global distributor of premium quality dried fruit ingredients for the food industry. Our exceptional product and service performance make it easy for innovative food manufacturers and providers to create delicious, on-trend products to surprise and delight their consumers.

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