



LIVE LIFE RIPE

CONTACT INFORMATION

WAYNE BRANDT PRESIDENT	PH FAX EMAIL	559.638.1222 559.743.3161 Wayne@BrandtFarms.com
DAVE MADDUX SALES	PH FAX EMAIL	559.638.7241 559.743.3161 DaveMaddux@BrandtFarms.com
DARRIN KIRK SALES	PH FAX EMAIL	559.638.5092 559.743.3161 Darrink@ BrandtFarms.com
MICHAEL REIMER VP SALES / MARKETING	PH FAX EMAIL	559.638.2862 559.743.3161 Michael@BrandtFarms.com
JACK BRANDT VP OPERATIONS	FAX EMAIL	559.638.6964 Jack@BrandtFarms.com
ACCOUNTING	PH FAX	559.638.6961 559.638.6964
SHIPPING	PH FAX	559.638.9221 559.638.4881
MAILING AND REMITTANCE ADDRESS		Brandt Farms, Inc. P.O. Box 852 Reedley, CA 93654



ABOUT US

Located in Reedley, CA in the heart of the California San Joaquin Valley, Brandt Farms was established in 1941. Wayne's father, Jack Brandt Sr. started the business by growing and packing his own Nectar variety peaches and hauling them to the San Francisco market. The business grew when the neighbors asked him to handle their fruit as well. Brandt Farms has over 80 years and three generations of experience in growing, packing, and marketing the best California Peaches, Nectarines, and Plums.

— EST. 1941 —



OUR PROCESS BEGINS IN THE HANDS OF THE GROWER

As growers, we take pride in the quality of fruit we produce. This is not a business but a way of life. Your customer can be assured that every piece of fruit has been meticulously cultivated to meet their highest expectations. We care deeply about our soil, the tree, and the end product. We have farmed some of our ground for three generations, with sustainability and resource stewardship always driving our growing decisions.

Exceptional fruit happens at a moment's notice, which requires constant personal evaluation. The perfect peach is only ripe on the tree for a 24-hour window. Harvested too early and flavor potential is not

realized, too late and the fruit will not make it through the supply chain. We harvest the fruit during the perfect 24-hour window to ensure maximum quality. By harvesting each field 6-8 times we capture that moment perfectly every day. There is nothing like the taste of the perfect peach. We strive to deliver that experience in all the fruit we grow. Giving everyone the experience and flavor of "just-picked" ripe fruit makes it all worthwhile. Schedules and organizational charts cannot grow quality fruit. It takes growers committed to walking the fields and observing the crop to determine when the crop hits perfection.





FIELD NUTRITION & HARVESTING

- 1 We utilize our database of fruit quality and cultural practices to identify field practices that increase flavor.
- 2 We are continuously identifying and improving sustainable orchard, water, and resource management practices.
- 3 We identify the optimum harvest maturity for flavor and sugar for every variety. The best indicator of fruit quality is the pressure at which the fruit is harvested. When that number is correct almost all other factors affecting flavor and quality fall into place.

HANDLING AND PACKING

- 1 Our fruit is harvested close to the packing facility.
- 2 When picking, fruit is placed into small picking totes that are then directly emptied onto the packing line.
- 3 Picking totes are delicately handled from the point of picking to the packing lines.
- 4 We use the latest post harvest procedures to ensure long shelf life.



FLAVOR COMES NATURALLY FROM THE TREE, TECHNOLOGY DELIVERS IT

QUALITY ASSURANCE

Brandt Farms uses the Proprietary Quality Assurance Program (QA-Ag) with critical control points that allow us to take corrective actions to enforce quality and grade standards. This increases the uniformity of each box of fruit we send out. Through the process of harvesting the fruit, packing, and shipping, we are constantly measuring pressure and brix. By doing this we also collect a large database of fruit attributes for ongoing research and quality improvements.

STORAGE

After packing, we use delayed cooling to ensure the highest juice content. This means the fruit is cooled 12-24 hours after picking and packing. When cooling, we force air to cool the fruit to 32°F to maintain freshness and shelf life.

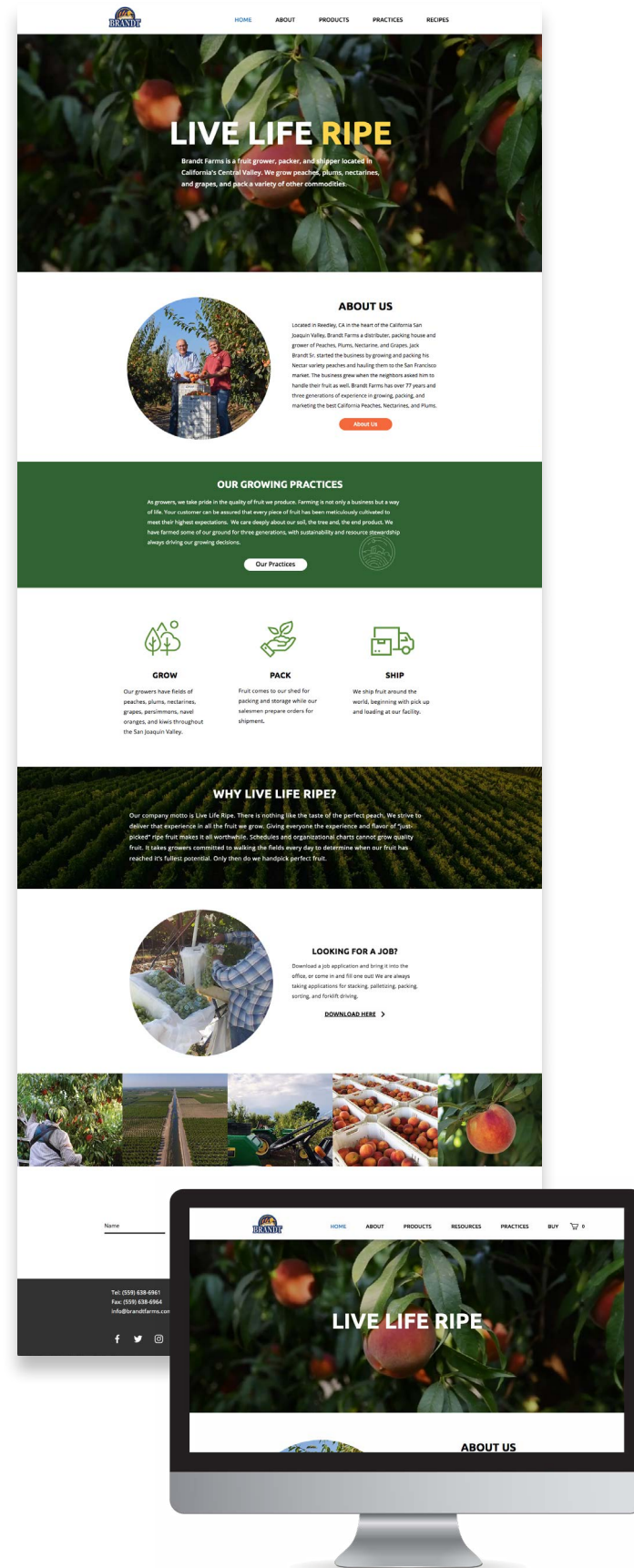
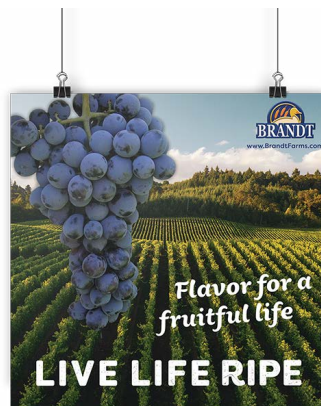
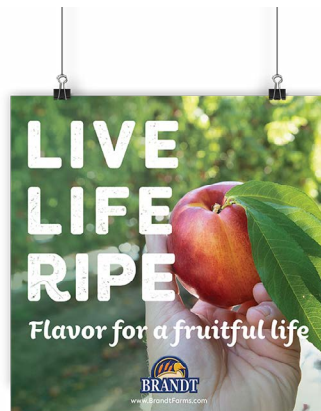
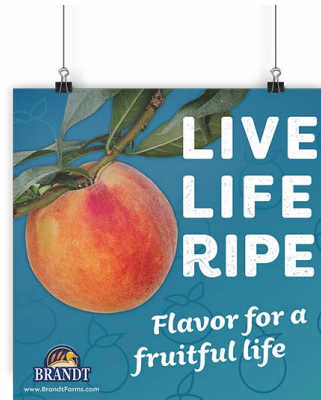
FOOD SAFETY

Our Brandt Farms fields and packaging/ storage facilities are certified **GLOBALG.A.P.** IFA 5.0 and Primus GFS. We are fully compliant with the Produce Traceability initiative and feature print PLU stickers with Traceback numbers. These numbers identify field, date of harvest, and pack date. Traceback is no longer lost when the fruit is removed from the carton. This is a true field to fork traceback.



MERCHANDISING

We are committed to working with our retail partners in merchandising and sales materials. With in-house marketing and graphic departments, we can tailor a marketing strategy that meets your needs.



PACKAGING

We have a variety of sizes and styles for packing options. We pack our stone fruit in bags and a euro, volume fill, or 4lb box.



Random Weight & 2lb Pouch Bags



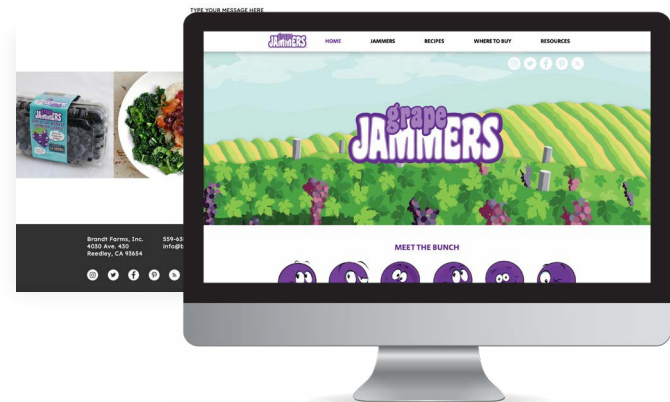
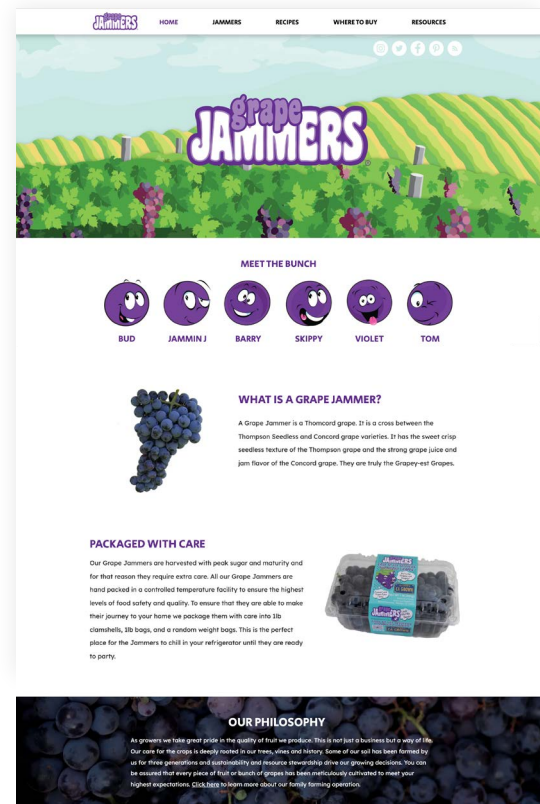
4lb Box (Peaches & Nectarines)



1 Layer Euro Box

GRAPE JAMMERS

Grape Jammers is our unique branding used to market our Thomcord grapes. A Thomcord grape is a cross between the Thompson Seedless and Concord grape varieties. It has the sweet crisp seedless texture of the Thompson grape and the strong grape juice and jam flavor of the Concord grape. They are truly the Grapey-est Grapes.



1lb Pouch Bag



1lb Clamshell



Random Weight Pouch Bag

HONEYS PERSIMMONS

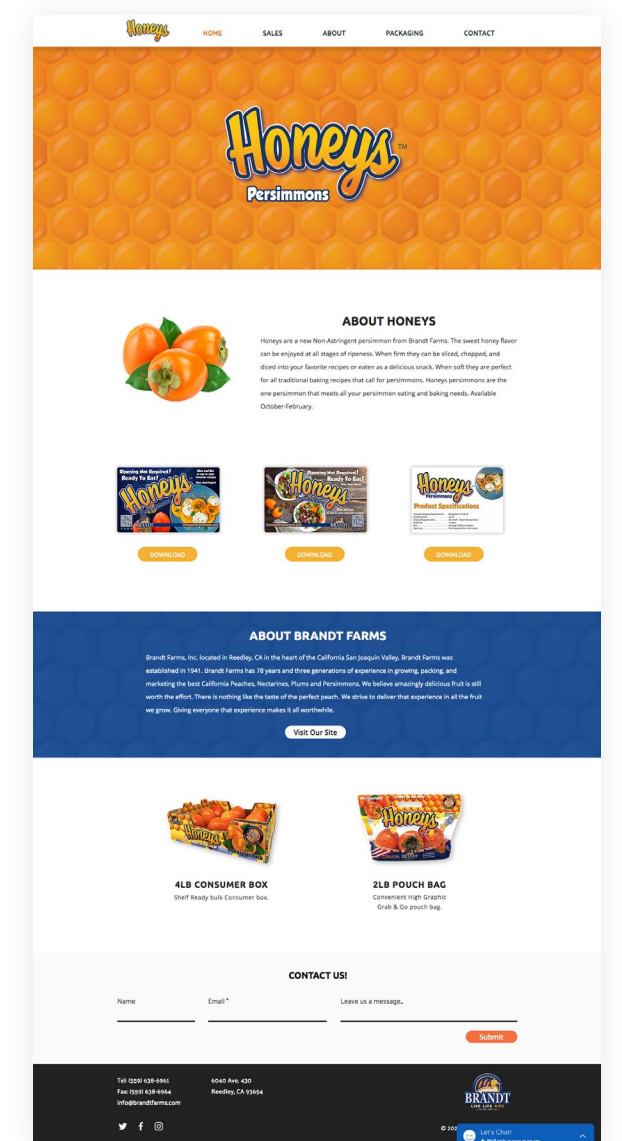
Honeys are a new non-Astringent persimmon from Brandt Farms. The sweet honey flavor can be enjoyed at all stages of ripeness. When firm they can be sliced, chopped, and diced into your favorite recipes or eaten as a delicious snack. When soft they are perfect for all traditional baking recipes that call for persimmons. Honeys persimmons are the one persimmon that meets all your persimmon eating and baking needs. Available October-February.



2lb Pouch Bag



4lb Consumer Box



SIMPLE SIMMONS PERSIMMONS

We only pick persimmons that are ripe, with full orange color and peak sugar content. Brandt Farms vertically controls a quarter of a million boxes of Hachiya and Fuyu persimmons that are Global G.A.P. certified. Multiple pack styles are available in Volume Fill and Tray Pack configurations, as well as 2lb high graphic pouch bags and clamshells. Simple Simmons are available from October 15 - February 1.

We created the Simple Simmons brand to showcase the versatility of the Fuyu Persimmon. From eating out of hand like an apple or using as an ingredient in recipes, it truly is simple. Just slice, eat, and they are so sweet.

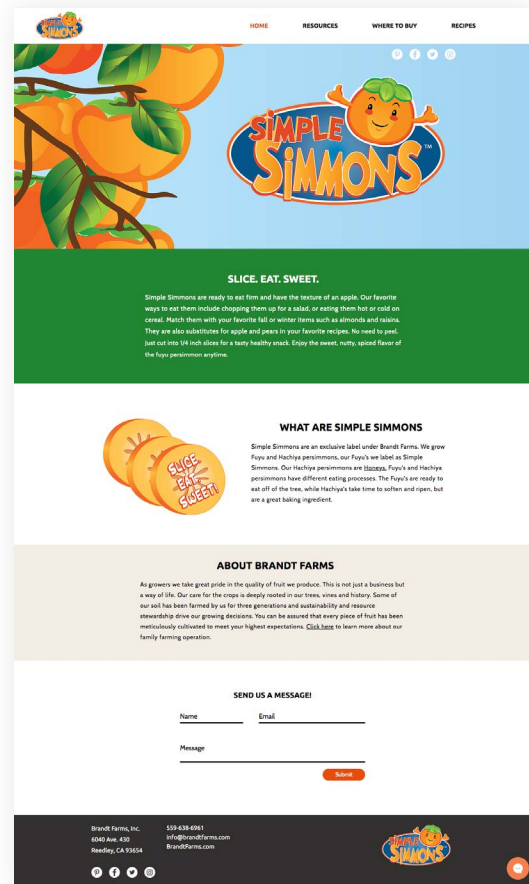
Simple Simmons is supported by a dedicated website and recipe/usage ideas. These are supported through social media, highly visible brand graphics, and POS materials.



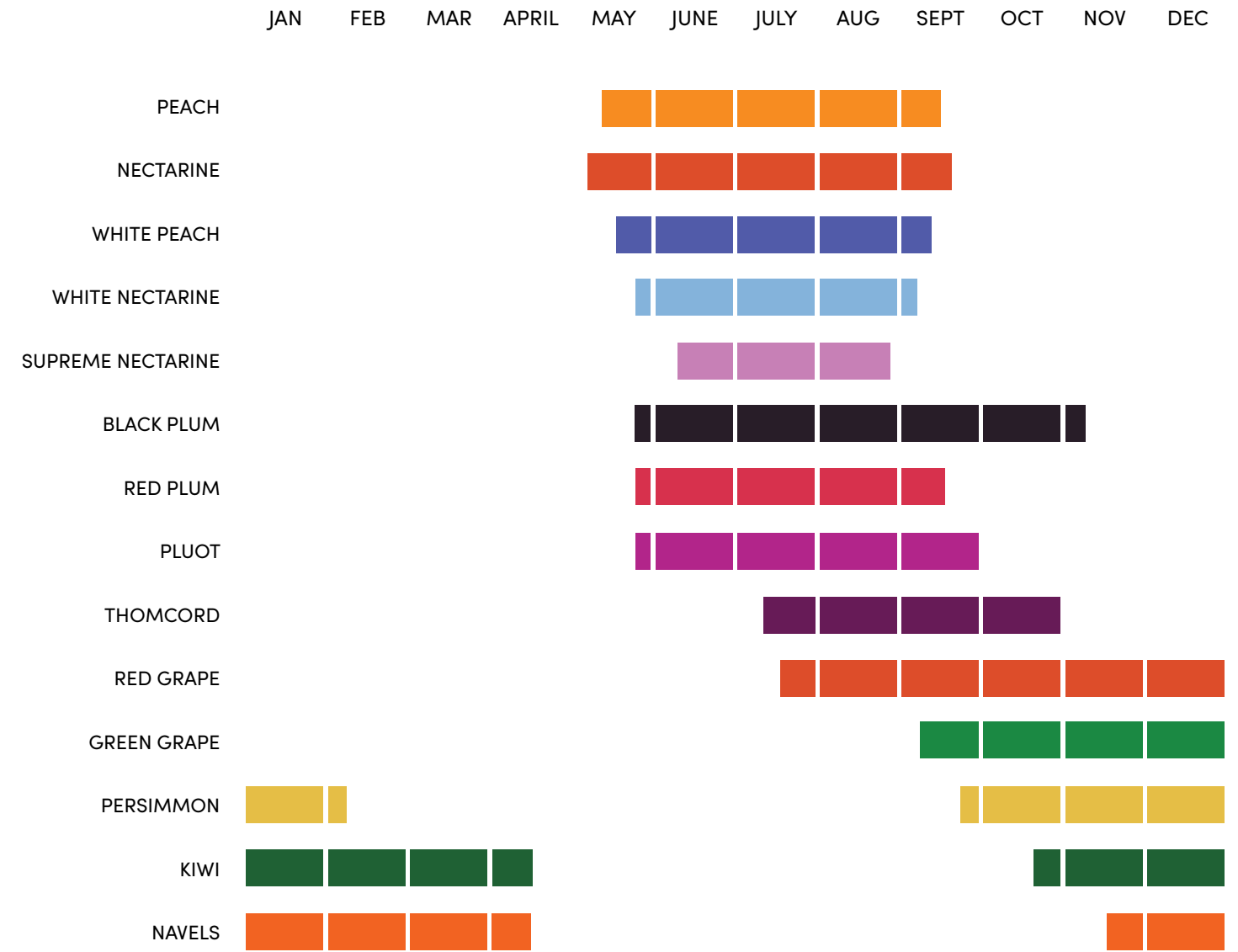
2lb Hachiya Pouch Bag



2lb Hachiya Clamshell



PRODUCT AVAILABILITY



PROPRIETARY VARIETIES

Angel Kist Peach	5/10	Sugar Supreme Nectarine	8/1
Honey White Peach	9/5	Wild Fire Nectarine	7/10
Cream Supreme Nectarine	6/2	Burgandy Plums	6/8
Sweet Supreme Nectarine	6/25		

EQUIVALENTS AND COUNTS

EURO COUNTS AND EQUIVALENTS

		OLD BLACK	OLD RED	SIZE	COUNT / BOX
34 Size.....	25		2x2	20	56
36 Size.....	30	2x2	2x2x3	25	70
42 Size.....	32	2x2x3	2x3	30	84
48 Size.....	35	2x3	2x3x3	35	98
50 Size.....	36	2x3x3	3x3	40	112
56 Size.....	42	3x3	2x3x4	45	126
64 Size.....	48	2x3x4	3x4	50	140
72 Size.....	53	3x4	3x4x4	55	154
80 Size.....	56	3x4x4	4x4	60	168
84 Size.....	61	3x4x4	4x4	65	182
		4x4	3x4x5	70	196
		3x4x5	4x5	80	224
		4x5	4x5x5	90	252
		5x5	5x5	100	280

PEACH VF COUNT / 25lb. BOX

Tray Pack Size	Thru June 30	After July 1
96	150	150
88	144	130
84	130	123
80	120	114
72	108	103
70	101	97
64	90	87
60	83	81
56	75	73
54	72	72
50	67	65
48	64	64
44	58	58
43	53	53
40	50	50
36	45	45
34	44	44
32	39	39
30	36	36

NECTARINE VF COUNT / 25lb. BOX

Tray Pack Size	Thru June 30	After July 1
108	156	144
96	141	136
88	131	125
84	122	119
80	117	112
72	106	101
70	98	97
64	89	87
60	83	83
56	72	73
54	70	70
50	66	65
48	64	64
44	56	56
42	53	53
40	50	50
36	45	45
34	42	42
32	39	39
30	36	36

PACK STYLE AND PLU REFERENCE

PEACHES, NECTARINES FOOT PRINT Ti Hi

Euro 1 Layer	16x24	5	20
Euro 2 Layer	16x24	5	11
1 Layer	12x20	8	18
2 Layer	12x20	8	11
25lb VF	12x20	8	10
RPC	16x24	5	11
10x2 Bag	16x24	5	15
15x2 Bag	16x24	5	10

PLUMS, PLUOTS FOOT PRINT Ti Hi

Euro 1 Layer	16x24	5	20
Euro 2 Layer	16x24	5	11
2 Layer	12x20	8	13
28lb VF	12x20	8	10
RPC 28lb VF	16x24	5	14
10x2 Bag	16x24	5	15
15x2 Bag	16x24	5	10

GRAPES FOOT PRINT Ti Hi

19lb Bag Euro 1 Layer	16x24	5	17
10x1 Clam Shell	16x24	5	20
10x2 Clam Shell	16x24	5	15
20x1 Clam Shell	16x24	5	12

NAVELS FOOT PRINT

40lb Carton	11x17
20lb 1/2 Carton	11x17
10x4lb Poly Mesh Bag	11x17
5x8lb Poly Mesh Bag	11x17

PERSIMMONS FOOT PRINT Ti Hi

1 Layer	12x20	8	18
3 Layer Fuyu	12x20	8	10
3 Layer Hachiya 12x20	8	9	
Euro 1 Layer	16x24	5	20
Euro 2 Layer	16x24	5	15

PEACHES PLU

Tree Ripe Large	4044
Conventional Large	4038
Conventional Small	4037
White Peach Large	4401
White Peach Small	4400
Organic Tree Ripe Large	9-4044
Organic Conventional Large	9-4038
Organic Conventional Small	9-4037
Organic White Peach Large	9-4401
Organic White Peach Small	9-4400
Retailer Assigned	4404-05

NECTARINES PLU#

Tree Ripe Large	4378
Conventional Large	4036
Conventional Small	4035
White Large	3035
White Small	4188
Organic Tree Ripe Large	9-4378
Organic Conventional Large	9-4036
Organic Conventional Small	9-4035
Organic White Large	9-3035
Organic White Small	9-4188
Retailer Assigned	4379-80

PLUMS PLU#

Tree Ripe Large	4440
Black Large	4040
Red Large	4042
Purple Large	4438
Green Large	4435
Yellow Large	4442
Retailer Assigned	4443-44

PLUOTS & INTERSPECIFIC PLUMS PLU#

Any (Traditional Pluot Number)	3278
Black	3611
Red	3609
Green	3610
Retailer Assigned	3126

PERSIMMONS PLU#

Hachiya	4427
Fuyu	4428
Organic Hachiya	9-4427
Organic Fuyu	9-4428

Honeys



grape
JAMMERS



Brandt Farms, Inc.

6040 Ave. 430

Reedley, CA 93654

www.BrandtFarms.com



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