



SUMMER 2010

GROWERS' CO-OPERATIVE GRAPE JUICE CO., INC. • A PUBLICATION FOR OUR PRODUCERS

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PRESIDENT'S MESSAGE

I would like to wish everyone a great growing season. We have all been busy with spraying and preparing our vineyards so far and watching the rapid growth of the vines. I don't believe I have ever seen them grow so fast. It seems like daily changes are noticeable.

Management and staff are already gearing up for cherry and blueberry season and they are busy getting equipment ready for an early grape harvest.

There are some interesting developments on new customers for our product, also.

Wishing you all a wonderful summer and growing season as we look towards the harvest season and great summer weather.

Steve Baran, President

SOME WORDS FROM YOUR NEWEST BOARD MEMBER-

Hello everyone! In case you missed it, I became the newest member on your board of directors last fall when John Ellis stepped down due to health concerns. I'm the parts manager for Larry Romance & Son, a New Holland tractor dealership in Sheridan; my husband Mike and I own a 38 acre vineyard in Westfield and have delivered grapes to Grower's since 1989.

At the end of last summer I was approached by Dave Vercant to see if I was interested in having my name submitted to the board for consideration to fill John's position. I had recently ended my term on a national advisory board for New Holland parts and service managers. Mike and I had also just attended a Cooperative Future Leaders Conference sponsored by Cornell and the Northeast Cooperative Council. This was a very informative conference, and I learned much more than I expected. One of the most important things I came away with was the point that if your co-op asks you to become more involved you should. It stressed how a co-op really is your business. Mike and I have always tried to help Grower's at the various shows where they've promoted grape products. I thought that this would be yet another level of involvement. After being interviewed by the board I was asked to fill John's seat temporarily until the annual meeting where I was then voted in for a three-year term.

I believe that I can bring several things to your board; my work location allows me to interact with growers who might not be able to stay in touch with plant happenings as often as they'd like due to distance; I work in a retail position and so can relate very well to the supply/demand side of the business, and while I'm not the hands on farmer of our grapes I do know and understand the vineyard practices that are required.

It's been a very interesting 10 months so far. One of the first things I did was tour the plant to get a better understanding of how the grapes are processed. If you've never done this, you really should some time. It's quite involved, and you'd probably have a better understanding of what happens to your grapes once they leave your farm. I have also learned more about what happens at the plant during the months other than harvest. With the increased contract processing that Grower's now does, the plant is humming all year long.

I believe that the co-op has significantly improved in the past several years. Members, plant employees and the management team have all worked hard to produce an excellent product and keep it moving both on the wholesale side and in the greatly improving retail market. I see only good things in the future for Grower's. If you have any comments or questions please feel free to contact me at 326-3456 or tnaeser@cecomet.net.

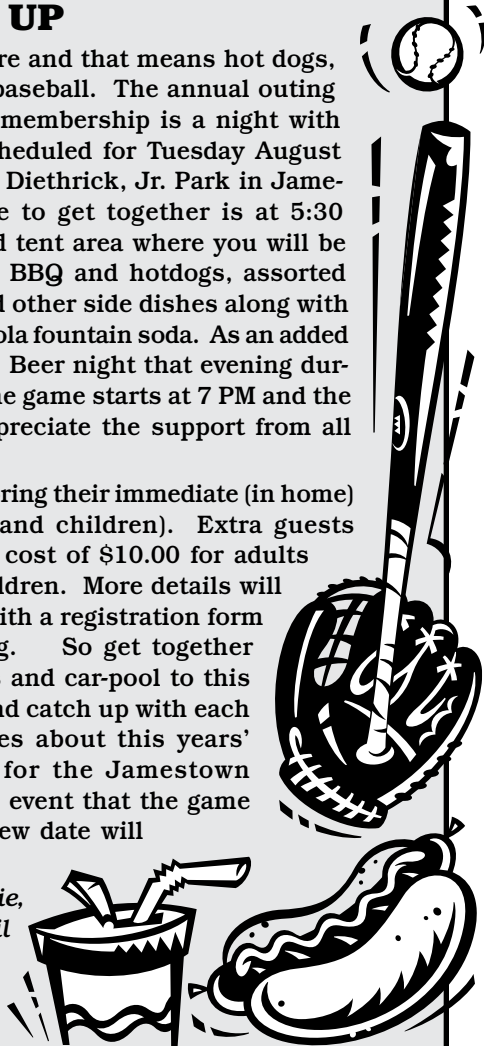
Toni Naeser

BATTER - UP

Summer is here and that means hot dogs, cold drinks and baseball. The annual outing for the Grower's membership is a night with the Jammers, scheduled for Tuesday August 10th at Russell E. Diethrick, Jr. Park in Jamestown. The time to get together is at 5:30 PM in the catered tent area where you will be served a chicken BBQ and hotdogs, assorted salads, chips, and other side dishes along with unlimited Coca-Cola fountain soda. As an added incentive, it is \$1 Beer night that evening during the game! The game starts at 7 PM and the Jammers will appreciate the support from all of the growers.

Growers may bring their immediate (in home) family (spouses and children). Extra guests may attend for a cost of \$10.00 for adults and \$5.00 for children. More details will be forthcoming with a registration form in a later mailing. So get together with your friends and car-pool to this fun filled event and catch up with each other, share notes about this years' crop and cheer for the Jamestown Jammers. In the event that the game is rained out a new date will be rescheduled.

*Jim Gillespie,
Tank Room/Retail
Production Mgr.*



FINANCIAL OVERVIEW (THRU 3RD QTR F10)

Category	YTD	Previous YTD	Difference
Bulk Sales (gallons 68 Brix eq)	419594	436143	-16549
Retail Sales (no units)	82878	36820	+125%
Other fruit processing (tons)			
Grapes	4616	2718	
Blueberries	1180	301	
Cherries	0	0	
Other	0	165	
Juice/bottoms (000 gal)	900	1023	
Distributed Proceeds to date(\$/ton)	281	193	
Projected crop close (\$/ton)	320 -330	317	



YTD Sales are down by 16549 gallons. The pace of sales is sufficient to move inventories, however overall sales volumes will likely not exceed last year's 12 month total. This is a result of a small 2009 crop and low incoming fruit brix producing less concentrate yield. Retail sales continue to compare very favorably as new customer base continues to build. Distributed proceeds are up dramatically due to redemption of large 1999 Series Certificate in May, high paced selling and heavy contract processing sales in past quarter. The earnings projection for F10 is expected to be slightly higher than F09. This trend is expected to continue for F11 with anticipated average crop size, favorable energy pricing, and favorable bulk concentrate pricing for new crop year. Pricing pressure from substitutes is low and expected to remain that way for foreseeable future.

JOE SCHUSTER: NEW PLANT ENGINEER

Our first Plant Engineer, Karl Hoebener, moved back to Texas due to family considerations. We worked with Rich Koerner, our human resources consultant, to find a replacement. Rich's process is to identify the critical functions of the position and evaluate all candidates by three criteria: Can Do? Will Do? and Right Fit? When the process completed, we ended up very close to home, hiring Joe Schuster.

Joe Schuster came to work for us in 2004 as a general laborer. He excelled in the press building, eventually becoming the harvest lead press operator. His true skill was to take a system that was in balance, independently adjust the speeds on 9 pieces of equipment, and have the system still in balance after 2 hours, but running at a different overall throughput. Still, that wasn't what he wanted to do long term, so Joe went back to Penn State-Behrend to get his Bachelors in Electrical Engineering (with a computer engineering minor). Joe never lost contact with Growers. We would see him on school breaks, where he described the cool electrical circuits he had built. One harvest his school schedule allowed him to spend one day a week giving our lead operators a break. Joe spent a summer in Washington DC, working for a government contractor working on computer network cybersecurity.

When asked what he does in his spare time, Joe says he is still getting used to life after school, but enjoys building/maintaining computer systems, video games, and spending time with family and friends. He hopes to travel as well.

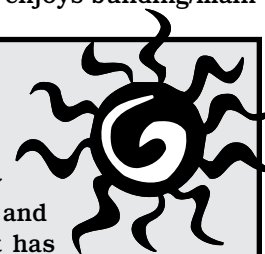
Joe will continue to work on better documenting all of our manufacturing processes, and in doing so, we think he will find opportunities to be more efficient. He will work on capital projects, and yes, he probably will be in the press building come harvest time.

Please welcome Joe back to the Growers team.

Steve Cockram, Technical Director



SUMMER TIME HAPPENINGS



As I'm sure you all know by now, summer is no longer a slow and easy time of year at Grower's. It has developed into one of the busiest times of year.

Having already completed a large Blueberry run in March, you might expect it to be little slower this year. But that doesn't look like that's going to be the case. We are anticipating on starting early to mid July with approximately 100,000 gallons of Cherry juice and 500,000 lbs. of whole cherries to be processed and drummed. Then about another 1½ million lbs. of Blueberries. When contract processing is complete, we will begin on inventory build up for sales during grape harvest, and making sure the plant is ready to receive this year's crop.

Having just completed the filtering of our own juice bottoms, we look to be in good shape to begin contract processing.

Jon Casler, Production Mgr.

ANNIVERSARIES

On June 9, 2010 the Board of Directors joined me in presenting some service awards to Jon Casler for 30 years and Jim Gillespie for 10 years. At the plant, we have had a practice of celebrating employee birthdays. For some reason, the vibrancy of these events has waned in recent years. Although sixteen may still be sweet, this adjective does not translate as well to Growers employees whose average age is 52! So, this year we have begun to focus on anniversaries.

An anniversary is a milestone that is marked by significant achievement. These achievements are rarely accomplished alone. It can commemorate the start up of a business, job, vocation, or marriage. The perseverance needed over the years following the start-up are what prove to be life giving and worthy of celebration. These are the times we invest a piece of ourselves in the endeavor and hopefully all those involved come out better as a result. This is certainly true of a Co-Op where the Company exists for the mutual benefit of the members. Time permitting this summer, we will take a look at the archives and try to piece together the significant anniversaries of our current members. Thank you for your continued support of Growers Cooperative Grape Juice Company.

On a personal note, I would like to wish a Happy 50th Wedding anniversary to one of the most loyal readers of this news letter, Happy 50th Mom (and Dad)!

Dave Momberger, GM



GROWERS HISTORY:

The news clipping shown below was donated by Mr. Don Keough, of Ripley to the Concord Grape Belt Heritage Association for future use in the Grape Discovery Center.

GRAPE GROWERS MEETING

There will be a preliminary meeting of grape growers at the Ryckman Cellars at Brocton, N. Y. on Monday, March 18, 1929, at 1:00 o'clock P. M., for the purpose of discussing the formation a Growers Co-operative Grape Products Co., for the purpose of manufacturing Grape Juice, Jams and Jellies.

All grape growers who are interested in obtaining larger returns for their grapes are urged to attend.

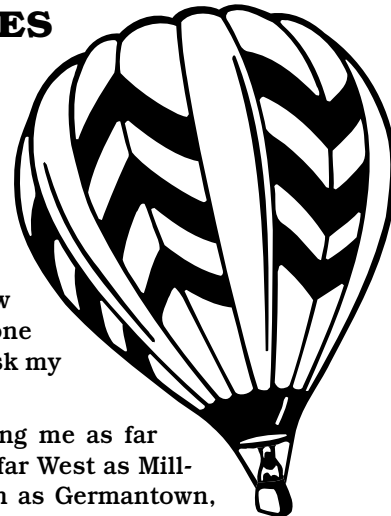
Westfield growers are already organized.

Owing to lack of time, please notify your friends living off the main highway.

Signed **LESTER D. PICKETT**
Route 12, Box 77, Dunkirk, N. Y.

“OH THE PLACES YOU WILL GO”

I now understand the words of Dr. Seuss who says “Oh the places you will go” from one of his children’s books. One never fully knows where a job may take you. Now don’t get me wrong I am one who loves to travel, just ask my family and friends.



My deliveries are taking me as far East as Syracuse, NY, as far West as Millersburg, OH, as far South as Germantown, MD, (and soon into D.C.). I have not ventured North into Canada, but there may come a day when our products will be as popular as they are in the USA, one just never knows with this job. We also now have a distributor with Troyer Cheese and hopefully we will be in many other states soon.

Now in the Dr. Seuss book the protagonist travels to a place called “The Waiting Place, which is ominously addressed as being a place where everyone is always waiting for something to happen. It is implied that time does not pass in the Waiting Place, but believe me time is passing in my life. As my aches and pains tell me, I have not stopped getting older. But, I should not worry because I can drink my Tart Cherry juice with the natural anti-inflammatory properties and let’s not forget our grape juice is good to keep my heart healthy.

The book has an open ending just as I hope for an open ending to retail sales for Grower’s. I am continuing to wait for something more to happen and will continue to travel to many other places and find the Places We Can Go.

Patty Hathaway, Retail Sales

FIELD REPORT

The 2010 growing season is well on its way but so far it has had its ups and downs. The vineyards that have escaped the spring frost appear to have an average or above average crop potential especially with what appears to be an above average set. The new product Revus Top that was supposed to be a great addition to our options for fungus control turned into a destructive material for ConCORDs. The good part of the year is we are 10 days ahead of average with a bloom date of June 5th, although some of the third bunch's are still in bloom 2 weeks later.

With the early bloom date the norm is 70 days till veraison and 100 days until Harvest, with them numbers Harvest could start as early as the second week of September for ConCORDs. With the early bloom date and an average summer hopefully sugar accumulation will be abundant. It is going to be important to have the equipment and crew ready to go early. With the potential for an average crop and a plant that has essentially empty tanks, the season is going to need to move swiftly and efficiently.

If you have applied Revus Top to your Concord vineyards please get in touch with me so I can keep an eye on the damage that has occurred or in some instances not occurred. The product has continued to be used on many other varieties of grapes and showing no effects of phytotoxicity.

If you have any questions or concerns you can reach me anytime on the cell at (716) 753-6843 or you can email at andy@concordgrapejuice.com.

Have a Safe Productive Summer!!



Andrew Knight, Field Rep.

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