



## PRODUCT COMPARISON

PRODUCT BRAND	COMPANY	Unit Packaging	Certified Organic	Whole Fruit	White Tea	Predominant Ingredients
Teather™ Strawberry Pomegranate	NEFS Products, Inc. Brookline, Massachusetts	42g	✓	✓	✓	Strawberries, Dates, Lemon Juice, Freeze-Dried Pomegranate
Kopali Organic Mulberry	Kopali Organics North Miami, Florida	48g	✓	✓		Dried Mulberries
Clif Kid Twisted Fruit Strawberry Fruit Rope	Clif Bar & Co. Berkeley, California	20g	✓			Apple Puree, Apple Juice <b>Concentrate</b> , <b>Flavors</b>
Fruitabü Raspberry Fruit Flat	Kellogg Company Battle Creek, Michigan	12g	✓			Apple Puree <b>Concentrate</b> , Raspberry Puree, Lemon Juice <b>Concentrate</b>
Trader Joe's Apple Strawberry Fruit Wrap	Trader Joe's Monrovia, California	14g	✓			Apple Puree <b>Concentrate</b> , Apple Juice <b>Concentrate</b> , Strawberry Puree <b>Concentrate</b> , ... Natural <b>Flavor</b>
365 Organic Strawberry Fruit Strip	Whole Foods Market Austin, Texas	18g	✓			Apples, Natural <b>Flavor</b> , Fruit Juice <b>Concentrates</b> (Strawberry and Lemon)
Kettle Valley Strawberry Fruit Snack	SunOpta, Inc. Ontario, Canada	20g	✓			Apples, Natural <b>Flavor</b> , Vegetable Juice (for color), Strawberry <b>Concentrate</b> , Lemon Juice <b>Concentrate</b>
Trader Joe's Strawberry Dried Fruit Bar	Trader Joe's Monrovia, California	20g				Pulp (Apple, Strawberry, Plum and Black Currant), Ascorbic Acid
Stretch Island Strawberry Pomegranate Sunshine	Kellogg Company Battle Creek, Michigan	14g				Apple Puree <b>Concentrate</b> , Strawberry Puree, Pomegranate Juice <b>Concentrate</b> , Natural <b>Flavors</b> , Fruit Juice for Color

### WHAT IS A "CONCENTRATE"?

The term "concentrate" refers to the result of a manufacturing process. In the case of a fruit concentrate, the process typically involves first removing essential fruit components (such as seeds and "skins"). Juice is then extracted leaving behind much of the pulp and may further undergo a process called clarification, which removes more pulp. Next, high-temperature processing eliminates much of the water from the juice. This high-temperature process can result in significant nutrient destruction (such as some vitamins and many phytonutrients), as well as loss of the fruit's natural flavor.

*The final result: fruit concentrates offer little more than a source of fruit sugar!* Removing fruit skins, seeds and pulp eliminates much of fruit's nutritional value – these components contain much of a fruit's nutrient supply. High-temperature heating destroys even more nutritional value. Moreover, removal of essential fruit components and processing significantly degrades flavor otherwise present in fruit. Flavor can be so degraded that "refined flavors" must be added. Look for the words "concentrate" and "flavors" in the ingredient list on the product label.