



# Wholesale Sales <sup>1</sup> **Fresh Fruit**

*The Core of Our Business!*

*Apples, Cherries, Peaches,  
 Pears, Plums*



Ken Kauffman with home-grown Gala apples



Homegrown sweet cherries in June



Sun-ripened peach ready to be harvested



Apples



Peaches



Cherries



Plums



Pears

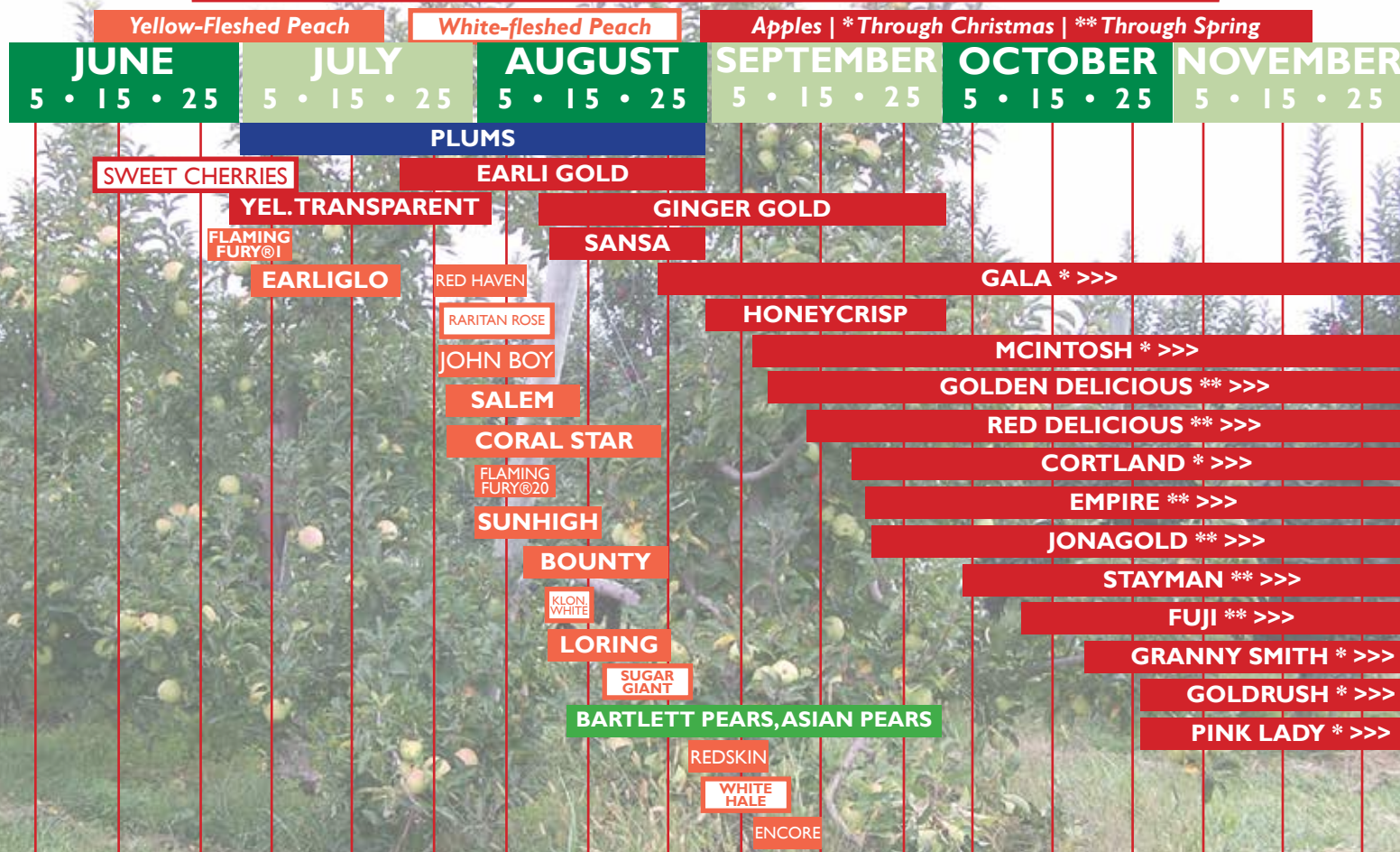
*Family Orchards Since 1915*

**Wholesale Sales: 717-768-7112 • [wholesale@kauffmansfruitfarm.com](mailto:wholesale@kauffmansfruitfarm.com)**



# FRUIT RIPENING & AVAILABILITY SCHEDULE

Due to weather variables, dates shown are approximate and will vary from one growing season to the next.



Being orchardists, we patiently wait through winter and spring for a highly-anticipated harvest. Summer and autumn are happy times as we enjoy the bounty of God's earth and the fruit of our labors. The chart above shows average harvest dates for our homegrown APPLES, CHERRIES, PEACHES, PEARS, and PLUMS. However, this chart shows only a fraction of our 120+ fruit varieties.

Cherries, plums, and pears are packed directly into cardboard boxes or crates in the orchard. Our peaches are hand-graded and carefully packed in returnable, half-bushel crates. Apples are washed, graded, and sized on a semi-automated grading line and then packed – unwaxed – in returnable, wooden bushel crates. Ungraded ("tree-run") apples are also available in bulk orchard bins throughout the harvest season. Our homegrown fruit inventory is supplemented with fruit from other growers in Pennsylvania, New York, and Virginia when demand exceeds supply. We store some varieties in controlled-atmosphere storage and/or treat them with SmartFresh™ technology to make them available to you for a longer season.

At Kauffman's, we are constantly trying new varieties to find the "perfect" fruit. We replant about 5 acres of orchard each year. Our recent plantings include Asian pears, donut peaches, and numerous new apple and peach varieties.

## INFORMATION & PURCHASING

- 717-768-7112 or email [wholesale@kauffmansfruitfarm.com](mailto:wholesale@kauffmansfruitfarm.com)
- Google our address: 3097 Old Philadelphia Pike, Bird-in-Hand, PA 17505
- Our wholesale docks are on the east side of our country market, along Route 340 two miles east of Bird-in-Hand
- See fruit descriptions online at [KauffmansFruitFarm.com/freshfruit](http://KauffmansFruitFarm.com/freshfruit)



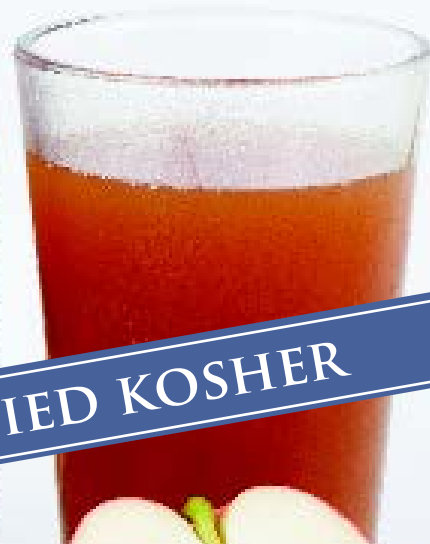


**KAUFFMAN'S™**  
**FRUIT FARM & MARKET**

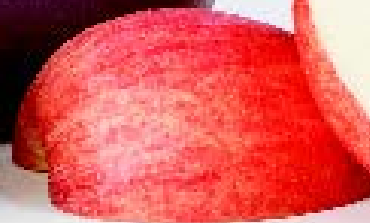
— BIRD-IN-HAND, PA —

*Wholesale Sales*  
***Apple Cider***

*Our Flagship  
Orchard Product!*



**PRESERVATIVE FREE, NON GMO, CERTIFIED KOSHER**



#### **INFORMATION & PURCHASING**

- 717-768-7112, ask for the Wholesale Department • Email [wholesale@kauffmansfruitfarm.com](mailto:wholesale@kauffmansfruitfarm.com)
- Google our address: 3097 Old Philadelphia Pike, Bird-in-Hand, Pa. 17505
- Our wholesale docks are on the east side of our country market along Route 340, between the villages of Bird-in-Hand & Intercourse
- Cider descriptions and retail shopping online at [KauffmansFruitFarm.com](http://KauffmansFruitFarm.com)



## PRICING

Contact our wholesale sales team for product pricing.

### HISTORY

Since 1926, we've been "putting on the squeeze", reaping the delightful flavor and all-natural goodness of FRESH, SWEET APPLE CIDER. Careful, consistent blending of sweet and tart apple varieties is our specialty. Like Grandpa used to say, there is "nothing added, nothing taken out".

### PRODUCTION

The apples are inspected and washed before being shredded and squeezed with modern, sanitary equipment that uses the old-fashioned squeezing principle. The resulting cider is screened and flash-pasteurized, making a delicious, nutritious, refreshing beverage. It is then bottled with our state-of-the-art, automated bottling system. We press year 'round and offer custom labeling.

### FLASH-PASTEURIZATION

Flash Pasteurization is an FDA-approved process that eliminates any potentially harmful bacteria in apple cider. The cider is heated to 160 degrees for 6 seconds, then immediately cooled. Flash Pasteurization increases the cider's shelf life and maintains the vibrant flavor and color of unpasteurized cider.

### Frequently Asked Questions

**Q:** How is Kauffman's apple cider packed?

**A:** In returnable, plastic "milk" crates. There are 4 gallons, 9 half-gallons, 9 quarts, 25 pints, or 25 twelve oz. containers per crate.

**Q:** What is the lead time for cider orders?

**A:** One business day; two days for custom label orders.

**Q:** Do you make apple cider year 'round?

**A:** Yes, assuming cider apples are available.

**Q:** Will warmer display temperatures in my store reduce cider's shelf life?

**A:** Yes. Cider is as sensitive as milk to improper temperatures. Read more in the note in blue, below left.

### INVENTORY STORAGE & TEMPERATURES

#### !!! THIS IS CRITICAL !!!

1. Our apple cider has no preservatives added, so it must be handled as carefully as milk!
2. Proper refrigeration (32-38°F) and careful inventory rotation are imperative for storage and display.
3. Apple cider's shelf life is 24 days, so we highly recommend that all cider be sold to the consumer no later than a week prior to the expiration date.

### JUICY FACTS

- » In 2018, we pressed 115,588 bushels of apples (that's equal to 121 tractor-trailer loads), which produced 388,796 gallons of sweet apple cider. Most of this was flash-pasteurized and bottled for retail & wholesale sales, but 51,000 gallons was used to produce our home-made Apple Butter (see brochure #3).
- » Our gallons-per-bushel production ratio is 3.3:1.
- » In 2018, we sold 337,697 gallons of apple cider in about 607,000 bottles.





## Wholesale Sales **Fruit Butter**

*Low-Sugar Alternatives  
To Jams & Jellies*

Ten flavors of fruit butter, all carefully made right here in Lancaster County on our Bird-in-Hand orchard. Our fruit butters get their rich flavor from our proven, old-fashioned process of cooking the fruit in fruit juices, retaining the natural sugars and fiber of the fruit.

**We take care to make it "just right".**

### **FRUIT BUTTER FAMILIES**

● **Apple Butter** is available in four tasty styles:

#1- **Original** (sugar & spice)

#2- **No Sugar Added**  
(with spice)

#3- **Plain** (nothing added)

#4- **With Honey** (only natural honey added)



● **Peach, Pear, & Pumpkin Butters** are popular as alternatives to high-sugar Jams & Jellies. Each is available in two flavors: with and without sugar.

● **Fancy Gift Packs** are fancy gift boxes with a half pint jar each of Apple, Peach, Pear, and Pumpkin Butters.

### **THINGS TO KNOW**

- Twelve labeled, bar-coded jars per case.
- Custom labeling is available with a minimum order of 50 cases.
- We maintain a shiny clean, state-of-the-art production & bottling facility.
- Fresh fruit is visually inspected and washed before being cooked.
- Fruit butter is subject to stringent inspections by a trained manager numerous times during processing & bottling.



### **FOR MORE INFORMATION OR TO PURCHASE**

- 717-768-7112, ask for the Wholesale Department
- Email [wholesale@kauffmansfruitfarm.com](mailto:wholesale@kauffmansfruitfarm.com)
- Google our address: 3097 Old Philadelphia Pike, Bird-in-Hand, PA 17505
- Our wholesale docks are on the east side of our country market along Route 340, between the villages of Bird-in-Hand & Intercourse
- Fruit Butter descriptions and retail shopping online at [KauffmansFruitFarm.com](http://KauffmansFruitFarm.com)





**KAUFFMAN'S™**  
**FRUIT FARM & MARKET**

— BIRD-IN-HAND, PA —

Wholesale Sales <sup>5</sup>  
**Jams**

*Dutch Country Authentic  
Jams, Jellies, Spreads*

**GET YOURSELF IN A JAM!**  
*A taste of PA Dutch culture*

This complete line of homestyle Jams, Jellies, & Spreads is made using quality fruit ingredients. Customers in our Bird-in-Hand market often comment on the authentic real-fruit flavor. Half-pint jars, 12/case.

*Jams have bits of real fruit. Jellies are strained and do not have bits of fruit. Spreads have no added sugar.*

**FOR MORE INFORMATION**

- Call 717-768-7112, ask for Wholesale • Email [wholesale@kauffmansfruitfarm.com](mailto:wholesale@kauffmansfruitfarm.com)
- Jam descriptions and retail shopping online at [KauffmansFruitFarm.com](http://KauffmansFruitFarm.com)
- Our wholesale docks are on the east side of our country market along Route 340, between the villages of Bird-in-Hand & Intercourse
- Google our address: 3097 Old Philadelphia Pike, Bird-in-Hand, PA 17505



## Wholesale Sales **Favorites**

From PA Dutch Country!

Different, Creative -  
Tastes You'll Love

Savor the  
*Flavor,*  
taste the  
*Quality*  
in every  
bite.







**KAUFFMAN'S™**  
**FRUIT FARM & MARKET**

— BIRD-IN-HAND, PA —

## IPM in our **Orchards**

*A balanced approach to  
 conservation & pest  
 management.*

IPM is an approach to pest management in agriculture that ***balances*** economic, environmental, and social issues.

- ***"Integrated"*** means that various techniques are united in the solution of a pest problem.

- ***"Pests"*** are organisms that affect crops negatively, including bacteria, fungi, viruses, insects, mites, weeds, and nematodes.

- ***"Management"*** is the process of protecting crops from the economic damage incurred by pests.



Our goal with the IPM program is to reduce the chemical pesticide use to the minimal level necessary for producing high quality food that will be competitive in the marketplace while protecting human health and environmental quality.



## ***The Cornerstones of IPM***

- Monitoring, or *scouting* - includes detecting, identifying, and sampling pest populations on a regular basis.
- Forecasting with available weather data and other information to predict when specific pest problems will most likely occur.
- Using thresholds (pest population levels) to determine when pest populations have reached a level that could cause economic damage.
- Choosing appropriate strategies to control pests including biological control, horticultural practices, behavior modification, or a combination of these strategies.

## ***Science in Orcharding***

- Biological control is the use of one organism against another by predation, parasitism, or competition. Examples include encouraging populations of ladybugs, lacewings, hawks, owls, swallows, and free-living nematodes, which are all organisms we call “beneficials”.
- Using horticultural practices as a means of control, including planting disease-resistant varieties and root stocks, using various pruning methods, and promoting soil fertility.
- Behavior modification control includes the use of pheromones to disrupt insect mating patterns.
- When these various controls are insufficient or there is no control available, chemical pesticides are used to control various threats to the crop in question.
- In addition to these controls, record-keeping is an important part of IPM to provide valuable data to manage pests in subsequent harvests.

## ***Benefits of IPM***

- Early detection and identification of pest problems, and accurate assessments of pest levels.
- Increased profits with decreased pesticide use and less crop loss.
- Reduced potential for contaminated ground water, surface water, and agricultural products.
- Reduced potential for development of pesticide resistance.
- High quality fruit grown with minimal pesticides.

## ***Since 1970, Pennsylvania growers using IPM have...***

- Reduced miticide use by 90%
- Reduced insecticide use by 50%
- Reduced fungicide use by 30%

Here at Kauffman's, we've used available IPM practices for over 40 years! For more information about IPM, see Penn State's PA Tree Fruit Production Guide (PDF), available here <http://agsci.psu.edu/tfpg>







**KAUFFMAN'S™**  
**FRUIT FARM & MARKET**  
*since 1915*

August 9, 2019

**An Open Letter To All Kauffman Wholesale Customers**

Re: Ownership change and wholesale ordering policy changes

Good day friends,

Happy August. I'm pleased to inform you that Kauffman's Fruit Farm & Market has seen a change in ownership and management. Lonnie and Stanley Kauffman (5<sup>th</sup> generation Kauffmans) acquired the entire Kauffman business from former owners Dave, Ken, and Sam Kauffman (3<sup>rd</sup> generation Kauffmans) in July. Lonnie is CEO of the company.

As I look at the past and the future, one of the challenges I see is the question of how to bring some relief to my hard-working apple cider production crews in the peak apple cider rush in Q3 and Q4. We love to see the spike in cider sales during the peak season – and we thank you for your business and support of the Kauffman brand! – but this spike brings some human cost when my crews need to go to work at 1 or 2 a.m. every day just to keep up with the rush.

This year, we are addressing this challenge partly with improved internal staffing coordination, and partly with some policy/efficiency-driven changes for our wholesale sales division for Q4 of 2019 (October 1-December 31), as follows:

1. Partial seasonal price increase on apple cider – Most wholesale pricing on apple cider will be increased by 10% in Q4. Prices will decrease about 4% on January 1, 2020, for a net effective increase of 6% going into 2020 (as compared to today's pricing). A 6% price change was already scheduled for January 1, 2020.
2. Delivery fee – Delivery fees on orders delivered by a Kauffman truck will be eliminated in Q4 and for all of calendar year 2020.
3. Minimum order amounts for delivery – In Q4, there will be a \$200 minimum order amount for any order delivered by a Kauffman truck. There will not be any minimum order amount for orders that are picked up at our dock. This minimum order requirement will decrease to \$100 for Q1 and Q2 of 2020. Minimum order requirements are for product, not container deposits.
4. Refunds/credits on expired apple cider – We will no longer offer refunds or credits on expired apple cider, or accept returns of expired cider. We encourage customers who were accustomed to this service to use your historical sales records to help determine appropriate order amounts so as to minimize or eliminate any problem around expired apple cider.
5. Ordering methods – This is not a policy change (yet), but we are working to bring some new ordering tools in the near future to make your interactions with our wholesale sales team easier and more efficient.

If you have any questions or feedback on any of these wholesale policy changes, I welcome that. Feel free to contact me directly. Again, a big thank you for your business! And cheers to a great autumn and holiday sales season!

Best regards,

Lonnie Kauffman, CEO | [lonnie@kauffmansfruitfarm.com](mailto:lonnie@kauffmansfruitfarm.com)