



60th Anniversary



Fruit for Thought

Spring 2023



Wawona Frozen Foods Celebrates 60 Years and Still Growing



A Walk Through the Peach Orchards with Farmer Jim Montross



A Healthy and Nutritious Part of School Lunches for 35 Years



Wawona Founder's Day Recap



60-YEAR ANNIVERSARY

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Third Generation Family Business a Strong Community Supporter

This year marks 60 years that Earl Smittcamp founded Wawona Frozen Foods and began producing and processing fruits from the family farm and Central Valley growers. Joined by sons Bob and Bill, Earl saw the opportunity to expand the market for local peaches and strawberries and provide year 'round fresh frozen fruit.

Over the past six decades Wawona has added additional fruits (pears, blueberries, plums, etc.), producing and delivering more than 130 million pounds annually to customers in the retail, foodservice and industrial sectors, as well as to school meal programs across the U.S.

Wawona's President and CEO Bill Smittcamp reflected on the company as well as the family legacy: "My father would be so proud of how the company has expanded in reaction to changing markets, consumer preferences and government regulations. We continue to meet every challenge by investing in our employees and new equipment, and also strengthening our relationships with our growers."



Then

Wawona Frozen Foods and the Smittcamp family are excited to commemorate the past 60-years of innovation, food safety and its unwavering commitment to quality and customer service.



Now

60-Year Anniversary Continued



Then



Now

Bill attributes Wawona's success and longevity to their family's business philosophy which includes:

- Care and concern for their employees, customers and growers
- Commitment to quality and long-term investment
- Contributions and involvement in our community

The company remains all in the family as Bill's three children work in the following critical positions: Blake Smittcamp, Executive Vice President; Bradley Smittcamp, Regional School Sales; and Blair Smittcamp-Martin, Marketing and Special Projects Manager. In addition Bill's wife, Linda, works with Blake to run the company's peach tree fruit stand in their hometown of Clovis.

During this landmark 60-year anniversary year, the Smittcamps plan to celebrate with special events to thank the staff and growers as well as the community. Planned anniversary events include an employee appreciation dinner and the 60th Anniversary Gala.

Wawona Frozen Foods and the Smittcamp family are excited to commemorate the past 60-years of innovation, food safety and its unwavering commitment to quality and customer service. And they are looking forward to what the next 60 years will bring!



**The Smittcamp Wawona Team:
Brad Smittcamp, Regional School Sales;
Blake Smittcamp, Executive Vice President;
Blair Smittcamp-Martin, Marketing and
Special Projects Manager, and
Bill Smittcamp, President and CEO.**



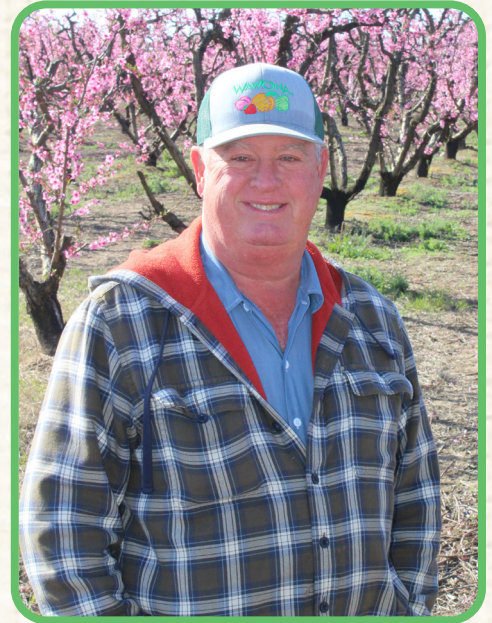
THE SECRET BEHIND WAWONA'S SUPERIOR QUALITY FRUIT

A Walk Through the Peach Orchards with Farmer Jim Montross

At Wawona Frozen Foods it's all about the fruit, and more specifically, the peaches. Originally, the company started as a peach processor in 1963 and over the past 60 years added strawberries, blueberries, mangos and a dozen other fruits to its frozen product mix.

Today, peaches remain the cornerstone of their business as there are still orchards next to the entrance of their main processing facility in Clovis, Calif., which is called the "Peach Capitol of the World." In fact, there are peach orchards up and down the Central Joaquin Valley, which is known as the "Fruit Basket of the World."

"It's the optimal area for growing tree fruit," said Jim Montross, who not only grows peaches for Wawona, but also manages Wawona's orchards covering 220 acres. In addition, every year he works with up to 100 other peach growers in the valley who supply Wawona with approximately 55,000 tons. These fresh peaches are delivered to Wawona facilities, which after processing, yield over 70 million pounds of finished products every year.



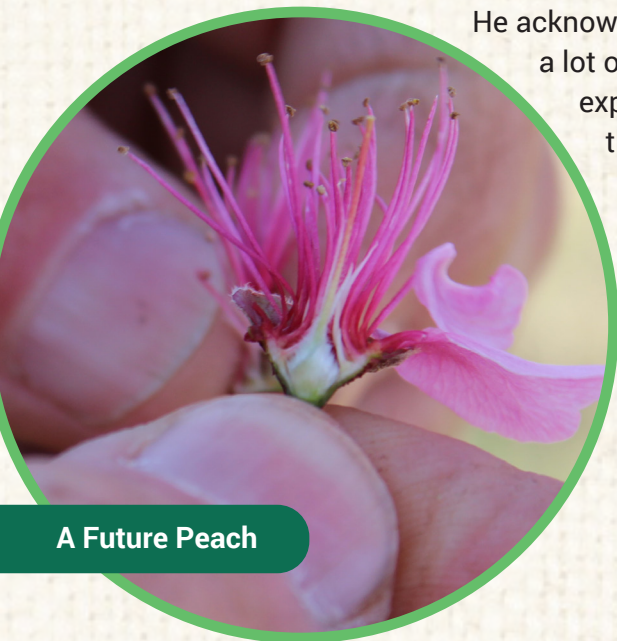
Jim Montross

The Art of Growing Peaches

Although he started out about 30 years ago as a "humble raisin grower," Jim turned to peaches and loves talking about his favorite fruit. Just like crafting fine wines from grapes in Napa or Sonoma, Jim said "there's an art" to farming and growing Wawona's juicy, flavorful peaches.

He acknowledged that the location is key, but Wawona's quality fruit depends a lot on the growers and their professional, well trained field crews. He explained that over the course of full year's growing cycle, "the pruning, thinning and harvesting are the three key components where the knowledge comes from to be at the top of the game."

"Anybody can check soils and tissues to put in the right fertilizer and anybody can call a pest control advisor to learn what to spray and drive a spray rig up and down the rows." What matters, he said, is to have the expertise to know when and how to prune during the winter. Then, how to thin the trees in the spring, which involves removing extra fruit to ensure they're properly spaced to grow to the optimal size and quality. "When the trees are correctly thinned, the ground is covered with little peaches the size of half dollars."



A Future Peach

A Walk Through the Peach Orchards Continued

“The fun part is next,” he said, “along with the stress.” Summer is harvest time. Jim explained that all Wawona’s peaches are hand-picked on ladders by these experienced work crews. They climb ladders and place the peaches in bags and then carefully into bins, making sure not to bruise the fruit.

Wawona’s growers harvest the peaches over about two weeks, picking three separate times as the fruit ripens differently on every tree. Jim said it’s all about seeking the ideal size and color. “Initially at the top of the tree is the ripe fruit. Then we’ll wait a week and go through the trees again – the fruit will be a little lower on the tree. Then if needed, there’s a final pick or stripping. We go through and take everything off and clean the tree.”



Winter Pruning

“When the trees are correctly thinned, the ground is covered with little peaches the size of half dollars.”



Reaping the Fruit of the Labor

As soon as possible, the growers transport the fruit into cold storage at 34 degrees, where “it mellows out for about a week.” Jim said they then select the fruit for customers depending on the desired specifications, based on size, shape, brix, acid, color and texture. It’s all about reaching a balance, maturing to an ideal ripeness. The last step is to bring the peaches out of the cold and as they warm, he said it enhances the color and allows the “meat” to pull away from the pit, minimizing the loss of fruit.

At the processing facility, the fruit undergoes Individual Quick Freezing or IQF. The freezing process preserves the perfectly ripened peaches, locking in the flavors, nutrients and color. Fresh frozen peaches are now available year ‘round to Wawona’s customers throughout the country to include: School children, restaurant customers, smoothie lovers, food manufacturers, and many others.

Wawona’s growers harvest the peaches over about two weeks, picking three separate times as the fruit ripens differently on every tree.



A Walk Through the Peach Orchards Continued

Jim completed his tree-to-table peach tour by addressing the sustainability movement. He said that peach growers for Wawona run their farms to ensure the land is viable for not only their use, but for generations to come. “We’re stewards of the land,” carefully managing sustainable concepts such as recycling, reducing pollution, and minimizing use of fertilizer, pesticides, and water.

Wawona’s growers care for the environment, their orchards and fruit loving consumers. It’s a relationship that’s started 60 years ago and continues to thrive today.



SCHOOL MEAL PROGRAMS

Wawona Fresh Frozen Fruits – A Healthy and Nutritious Part of School Lunches for 35 Years

Every year, Wawona Frozen Foods provides school children across the country with a healthy, nutritious serving of delicious peaches, strawberries and other fruits. Almost 100 million fruit cups alone are enjoyed annually as part of the national school meal program established by the United States Department of Agriculture (USDA).

“The USDA school lunch program is near and dear to what we do. It’s so important and makes our operation really tick,” said President & CEO Bill Smittcamp. Starting in 1988, Wawona supplied the first frozen peach entrée in the program. “Because our peaches aren’t cooked or packed in a lot of sugar, they have a higher nutritious value. We also add Vitamin C.”



He said the USDA had initially requested the half cup fruit serving size, which worked out perfectly as Wawona was running apple sauce cups on one of its lines. Over the past 35 years, providing fresh frozen fruit to school meal programs has become one of the most gratifying parts of Wawona’s business. “We have heard from so many parents that Wawona fruits have been a huge reason for their children’s healthy eating habits and desire to ask for more fruit at home,” commented Executive Vice President Blake Smittcamp.

School Meal Programs

Continued

SCHOOL SNAPSHOTS

Wawona's Fresh Frozen Fruit Products are Easy-to-Serve, Healthy and "Kids love 'em!"

Lodi (Calif.) Unified School District

Wawona Frozen Fruit Products: The Fruit Purée, specifically strawberry, is used in Fruit Smoothie & in Scratch-Made Muffins at the high schools. Peach Pops are served on special occasions.

Wawona Favorites: "The students truly love our smoothies - we always sell out. And whenever we serve the Peach Pops, students are thrilled to have a tasty, icy treat."

Advantages for School Staff: "The frozen fruit purée has saved our staff an unquestionable amount of time and labor by not having to purée fresh fruit to prep for the smoothies. The Peach Pops have been a wonderful treat for our staff to use because there is relatively no labor involved transferring the pops from the freezer to the refrigerator prior to service!"

Alena Miller, Nutrition Specialist at Lodi USD

Clovis (Calif.) Unified School District

Wawona Frozen Fruit Products: Fruit Cups, Peach & Apple Fruit Pockets, IQF Fruits for Cupping & Yogurt Parfaits

Wawona Favorites: "The kids are ecstatic over the strawberries!"

Advantages for School Staff:

"Frozen fruit cups are convenient and allow time to focus on more labor-intensive items. The diced fruit is much easier to scoop as it fits evenly for more accurate measuring."

Nancy Whalen, Registered Dietician at Clovis USD



In addition to the fruit cups, Wawona has added more fresh frozen fruit products to the school program to include popular fruit pops, IQF bagged fruits for smoothies, parfaits, etc. and bakery goods such as peach cobbler and fruit-a-roo's. "It's very rewarding to walk into a school district cafeteria and to see the Wawona brand being served," said Bradley Smittcamp, Wawona's Regional Sales Manager. "What I enjoy most is that I have the opportunity to sell a product that not only is a quality product, but has a great name and story behind it."

School administrators, parents and students have learned over the years that there are significant flavor and nutrition differences with Wawona's frozen fruit versus both fresh and canned fruits:

- Wawona's fruits are picked at peak ripeness – an average of 3-4 days after fruit picked for retail sales, which is greener and harder. Wawona is able to quickly freeze and lock in the nutrients and flavors from the perfectly mature fruit.
- Wawona's fruits are available year 'round and require no cutting, peeling, pitting – a huge labor savings.

School Meal Programs Continued

Dublin (Calif.) Unified School District

Wawona Frozen Fruit Products: Fruit Cups, Fruit Pops Fruit-a-Roo's, IQF Mangos & Pineapples, Peach Salsa

Wawona Favorites: The students "want more fruit and are open to fruit that tastes fresh."

Advantages for School Staff: "The fruit is a fresh presentation that is pre-portioned and pre-packaged."

Frank Castro,
Director of Child
Nutrition at Dublin
USD



- There's no waste either, as Wawona's fresh frozen fruit won't bruise and rot.
- The quality and taste issues are even more stark compared to canned fruits, which are stored in a sugary purée and lack real flavor.

As a USDA-approved national processor, Wawona has provided nutritious fruit offerings to school districts since 1988. Let Wawona help your school maximize their entitlement dollars.

For more information, please contact:

- Bradley Smittcamp: bradley@wawona.com
- Bob Landes: bob.landes@wawona.com

Or visit:

- wawona.com/market-segments/schools/



WAWONA'S FOUNDER'S DAY RECAP



On Jan. 16, 2023, Wawona Frozen Foods celebrated Founder's Day with its employees. On this day, Wawona Frozen Foods was incorporated and officially started business! In 1963, Wawona was one of 15 frozen fruit processors in the nation! Today, Wawona is the only one left out of the original 15 frozen fruit processors! We are proud to celebrate 60 years with our employees and excited to celebrate this important year together!

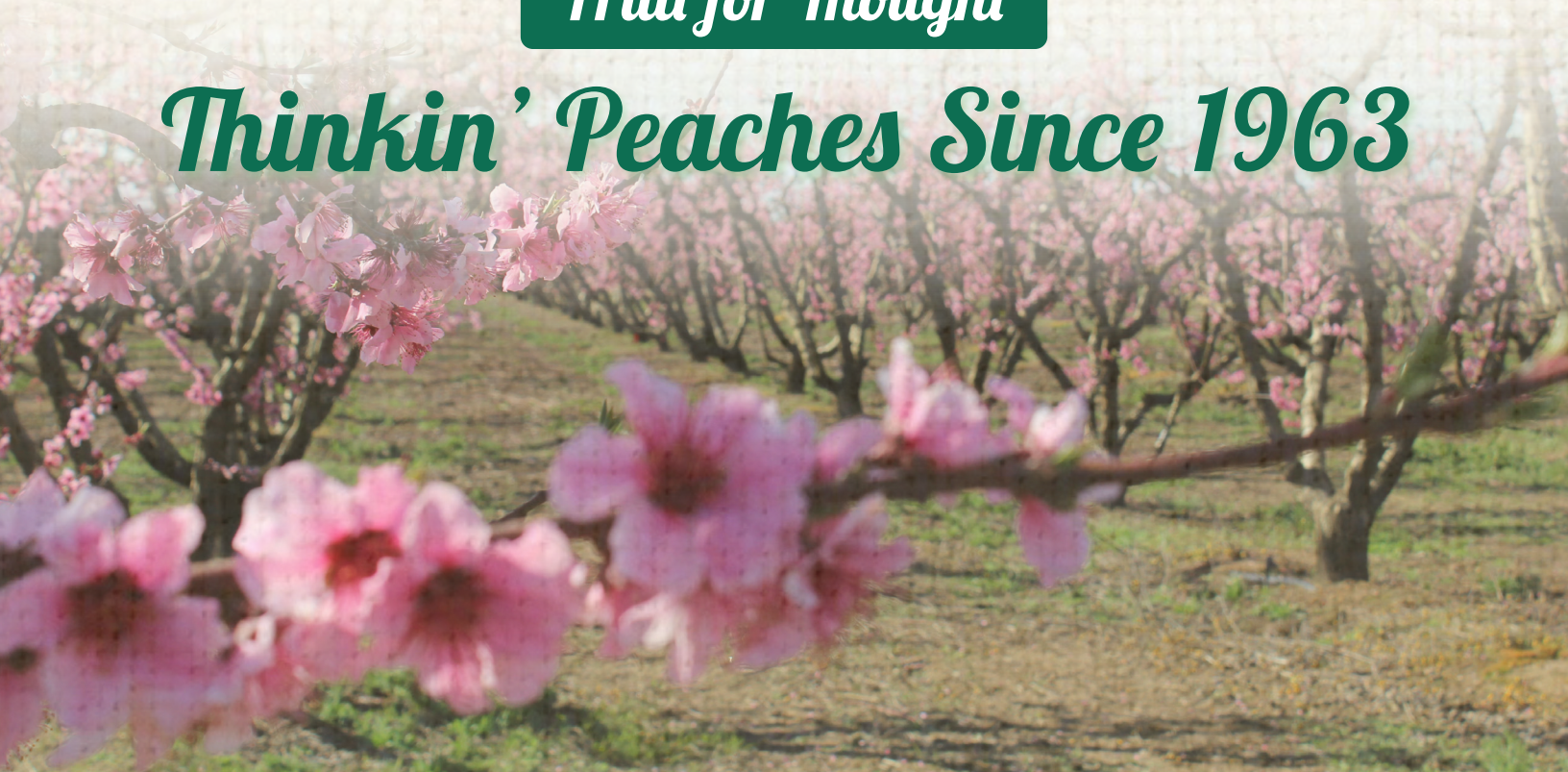
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Fruit for Thought

Thinkin' Peaches Since 1963



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