



60th Anniversary



# Fruit for Thought

## Fall 2023



Wawona Offers Chefs & Retailers the Ideal Ingredients: IQF Fruits



Being Planet Positive is Part of Wawona's Triple Bottom Line



Back to School with Wawona Fresh Frozen Fruits



### IQF FRUITS

## Wawona Offers Chefs & Retailers the Ideal Ingredients: IQF Fruits

Wawona Frozen Foods processes more than 100 million pounds of fresh peaches, strawberries, blueberries and about a dozen other fruits every year. These fruits undergo a special process to preserve their quality, nutritional value, flavor, color and texture – it's called Individual Quick Freezing (IQF).

From three state-of-the-art facilities in California, Wawona's IQF system provides school children, restaurant diners and consumers with healthy, delicious fruits all year long. Many IQF frozen strawberries, mangos and peaches are the key ingredients in smoothies, but chefs are also using Wawona fresh frozen fruits in all kinds of everyday dishes like salads, salmon entrées, chicken sandwiches, pancakes, parfaits and fruit pies, of course.

The main advantage of flash freezing is it allows Wawona to harvest its fruits at peak ripeness, locking in the maximum flavors and nutrients. Once the fruit is picked, it is precooled to remove the field heat, before heading to production to undergo the IQF process.



### Wawona Fresh Frozen Fruits Add Flavor, Convenience and Savings to Every Daypart

Wawona recently installed a new IQF tunnel at its main processing facility to increase its fruit through-put. The new tunnel is able to freeze 20,000 pounds fruit pieces per hour, increasing Wawona's ability to provide fresh frozen fruit to customers around the country.

The benefits to using IQF fruits from Wawona include the following:

- **Ready-to-serve** – no cutting, peeling, pitting
- **No food waste** – use what needed and reseal
- **Fruit picked at peak ripeness** – highly nutritious & flavorful
- **Available year 'round** – just pull out of the freezer

Wawona's wholesome fruit products are available in both branded and private label. Contact the sales team today to learn more.

# The IQF Process



## Initial Preparation

The just-picked fruits are cleaned, cored, pitted and peeled, (if necessary), and then sized – kept whole or cut into slices, cubes, etc.

## Freezing

There are actually two freezing steps – first, the fruits are initially chilled and crusted so they don't clump or stick together. The IQF freezing follows where they're flash frozen which preserves the fruit's cell structure and captures the sweet flavors of a mature fruit.



## Packaging & Storage



The fruits are immediately packaged and stored to prevent moisture from forming (which may cause freezer burn), and to ensure the IQF fruits are maintained in their frozen state and ready for distribution.

What results from the IQF are fruits that possess the optimal characteristics that chefs are looking for in ingredients: Fresh flavor, consistent high quality, nutrient-richness and continual availability. Additionally, the fruits require no prepping or clean up, providing a huge savings in labor, and they're pre-portioned and don't spoil, eliminating any waste.

## Enjoy at...



School



Home



Restaurants

As we like to say at Wawona, the IQF process provides customers with: "Fruit as it Should Be."



## A COMMITMENT TO SUSTAINABILITY

# Being Planet Positive is Part of Wawona's Triple Bottom Line

Wawona Frozen Foods is committed to continuous improvement of its responsibilities to the three fundamental tenets of people, planet, and profit – the triple bottom line. The company's mission is to produce fruit that consistently exceeds the expectations of customers in a cost effective, and socially and environmentally responsible manner.

Wawona operates three processing facilities in California where it's constantly testing and implementing new, scientifically sound approaches to improve the sustainability of the business. A few examples of Wawona's sustainable practices include:



There are **two co-generation power systems** that convert natural gas to hot water and electricity. The hot water is used throughout the plant and handles 75% of the electrical needs in a year. This is enough to power the facility off-the-grid for nine months of the year.

About **50,000 gallons of water is recycled every day** at the facility and pumped into our peach orchards. Additionally, more than 50,000 gallons per day of defrost water during season goes to the company's worm farm to break down solids and is treated before being discharged to the city.



More than **100,000 pounds of cardboard is recycled each month**, an average of 1,200,000 pounds each year.

Wawona also makes effective and sustainable use of the millions of peach pits that are removed from the fruit each season. **Peach pits are spread in the fields** to deliver nutrients back into the soil and on dirt service roads to provide dust control. As a result, there is no need for petroleum-based, dust-reducing liquids, improving overall emissions and health.



**Wawona is committed to being good stewards of its land, air, and water, while working to deliver its customers with the highest quality frozen fruit products in the world.**

## Sustainability on the Farm

For the Smittcamp family, which founded and still operate Wawona Frozen Foods, the idea of sustainability is ingrained in everything they do. This is especially true on the family farm, which includes a 220-acre peach orchard.

The Smittcamps, as well as the 65 outside growers they work with, run their farms to ensure the land is viable for not only their use, but for generations to come. As farmers, they understand that healthy soil, efficient water use and management, and reduced reliance on fossil fuels, fertilizers and pesticides all lead to long term benefits to include:

- Higher quality fruits
- Larger and more predictable yields
- Less soil erosion and pollution
- More reliable water supply
- A healthier and safer work environment for farm workers
- Considerable cost savings and higher profits



**It's a win-win for the Smittcamps and its growers to carefully manage sustainable practices, ensuring the fruits of their labor make a real difference.**



**The road is the pits, literally! Wawona's peach pits are spread on the dirt service roads within the orchards to provide dust control.**

**Owl houses are designed to attract nesting owl pairs**



**Synthetic pheromone disruptors help prevent the need for chemical insecticide sprays**





## SCHOOL MEAL PROGRAMS

# Back to School with Wawona Fresh Frozen Fruits

Fruit Cups, Pops & IQF Fruits for Smoothies Provide a Healthy Start to the New School Year!

Wawona is dedicated to offering healthier food choices to school children across the U.S. to ensure they receive the recommended daily fruit requirements. As a USDA-approved national processor for more than 30 years, Wawona provides nutritious fruit offerings in a wide variety of fresh fruit flavors to include:

### Fruit Cups



Peach, Strawberry, Mixed Berry, Pear, Apple



### Fruit Pops



Peach, Strawberry, Mixed Berry, Blueberry Pear, Pear Apricot

### IQF Bagged Fruits for Smoothies, Parfaits & Salads



Tropical, Festival, Mixed Fruit, Spectrum, Sliced Peaches, Whole Strawberries



### Bakery Items



Peach Cobbler, Peach & Apple Fruit-a-Roos



### Salsa



Peach-Mango-Pineapple Blend

## School Meal Programs

### Continued

These fruit selections from Wawona Frozen Foods are not only flavorful and nutritious, but offer the following benefits to school districts and their students:

- 🍌 1/2 cup fruit servings
- 🍌 300% Vitamin C daily requirement
- 🍌 Convenient & easy-to-serve
- 🍌 Ideal for grab 'n go
- 🍌 Long shelf life
- 🍌 Gluten-free & non-GMO
- 🍌 Helps to develop lifelong healthy eating habits



The Wawona Sales Team

**Wawona urges school districts to use commodity funds for its purchases, where available.**

For more information, please contact:

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Or visit: [wawona.com/market-segments/schools](http://wawona.com/market-segments/schools)





*Wawona Frozen Foods Celebrates its 60th Anniversary with a Summer Gala*



**Wawona Frozen Foods, Inc.**

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*Fruit for Thought*

*Thinkin' Peaches Since 1963*



View Wawona's Produce  
Brochures, Sell Sheets & More



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