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Food Waste Becomes the Newest Climate Change Target

Banana peels, chicken bones, and leftover dinner scraps won't be in California's trash cans under one of the nation's largest mandatory residential food waste recycling programs, which is set to take effect this month.

This effort is designed to keep food waste that damages the atmosphere as it decays out of landfills. When food scraps and organic materials break down, they emit methane, a damaging and potent greenhouse gas. To avoid these greenhouse emissions, California plans to convert food waste into compost or energy. Most Californians will be required to toss excess food into green waste bins instead of the trash, where municipalities will turn the food waste into compost or use it to create biogas, an energy source that's similar to natural gas.

California isn't the only state to implement these changes. Vermont is another state that bans residents from throwing food waste in the trash.

As of July 2020, Vermont residents can either compost waste in their yards, opt for a curbside pick-up, or drop it off at waste stations. "This is the biggest change to trash since recycling started in the 1980s," said Rachel Wagoner, director of the California Department of Resource Recycling and Recovery, "It is the single easiest and fastest thing that every single person can do to affect climate change."

A look into the future for states like ours? We think so!



It's National Dried Fruit Month!

We're kicking off 2022 right by celebrating National Dried Fruit Month!

Looking to celebrate with us? We've got you covered! From infused dried cranberries, cherries, blueberries, strawberries, and apples, we've got the perfect ingredient for your innovations! Our premium ingredients promise to deliver intense flavor, distinct texture, and a pop of color to a number of applications.

Ready to take your innovations to the next level? Request samples of our premium infused dried fruits easily through our website - click [HERE](#) to give it a try or contact our experts today!



Botanical and Fresh Flavors Dominate 2022 Flavor Trends

Fruit, botanical, and fresh flavors will drive product innovation and dominate flavor trends this year as consumers flock to immune-boosting food products, predicts Beck Flavors. In their 2022 flavor trends report, Beck Flavors' R&D and marketing team noted that fruit flavors and botanical notes can make a product more healthful in consumers' eyes.

In their market research, Beck Flavors found that immunity was a focus for consumers, and 83% of consumers globally indicated that following a healthy diet can build immunity. As a result, citrus flavors like clementine, which pairs well with other fruit flavors and spices, have risen in popularity. Clementine flavored products have seen a 50% year-over-year growth thanks to their high vitamin C levels which are associated with immune-boosting properties. In the past year, citrus flavors and immune health claims grew 15% and are expected to grow further in 2022.

Citrus flavors aren't the only flavors rising in popularity. Floral and botanical ingredients are being incorporated into more foods and beverages, offering new experiences, aromas, and healthy connotations. Additionally, these flavors pair well with classic flavors like apple and blackberry, which creates a new yet familiar experience. Floral flavors are also appearing in unexpected applications such as coffee blends as a way for consumers to elevate their morning routine. While some botanical flavors are viewed as 'exotic'- these flavors are on a positive trajectory, with elderflower expected to lead the botanical and floral flavors.

Are you looking to include a fruity flavor in your innovations? We've got the solution for you! Our premium **infused dried fruit** ingredients provide authentic taste, natural nutrition, and a vibrant hue to a number of commercial food **applications**. Are you ready to take your **trail mix**, **snack bars**, **salads**, and **cereals** to the next level? Order **samples** today!

Confectionery Brands are Zeroing In on Low Sugar

Consumers are demanding healthier food options, and that goes for chocolate and candy too. In June, Hershey Co. paid \$425 million to acquire Lily's, a brand of low-sugar chocolate products. This addition to Hershey's portfolio adds to the company's approach to offering better-for-you snacks and confections. In February, the company shared its plans to provide more reduced-sugar, organic, and plant-based alternatives.

Other brands have joined the trend as well. Mondelez International, Inc. recently purchased Hu Products, which offers organic chocolate with coconut sugar. American Licorice Co., the maker of the Red Vines and Sour Punch brands, acquired Torie & Howard, which offers vegan candies with organic ingredients.

This new demand for low-sugar options has caused brands to create new products that fit this need. In fact, category innovation this year is expected to center around reducing calories and sugar or eliminating ingredients that are viewed unfavorably. Russell Stover Chocolates launched Joy Bites, a collection of no sugar added chocolate bars. Perfetti Van Melle North America introduced Fruit-tella, a line of better-for-you gummies made from fruit puree. Nestle recently launched a vegan version of KitKat bars in test markets in Europe.

Our premium **infused dried fruit** gives consumers the healthy food ingredients they want. Whether it be our infused dried **cherries**, **blueberries**, or **apples**, our exceptional ingredients deliver outstanding taste, texture, and color while adding a health halo to a number of **applications**. Are you ready to join the trend? Contact our **experts** today!

Application of the Month: Cereal

Are you tired of the same bowl of cornflakes? Is your oatmeal starting to taste bland? We can help with that!

Our nutrient-rich **infused dried fruits** elevate hot and cold cereals as they are authentically delicious, naturally nutritious, and distinctively vibrant. We deliver the product profile for every **cereal** application: organic and conventional, unsweetened and naturally sweetened, naturally flavored, and with rice flour or glycerine.

Our infused dried fruits retain their nutrients and are packed with antioxidants to help you power through the day. Talk to our **experts** today for customized solutions!



Superfruit Spotlight: Wild Blueberries

Just as the name suggests, wild blueberries grow in the wild and are found in Maine, Atlantic Canada, and Quebec.

These wild blue gems boast an intense blueberry taste, ranging from tangy tartness to succulent sweetness. Wild blueberries are smaller than ordinary blueberries but have twice the amount of antioxidants and 33% more brain-healthy anthocyanins, which adds an extra boost of nutrition to your products.

Ready to add some wild blues to your innovations? Get your sample today!



GNT Explores the Relationship Between Color and Consumer Choices

GNT, a global market leader for coloring foods, has developed the “Power of Color” project, which helps brands use colors to connect with their target market.

GNT’s research combines psychology and semiotics, a study of signs and symbols as elements of communication, to find a connection between a food product’s color and consumer choices.

The “Power of Color” project explores how color sends out messages on a conscious and unconscious level and how that attracts consumers. “It’s clear that a one-size-fits-all approach to color is rapidly becoming outdated,” explained Maartje Hendrickx, market development manager at GNT. According to GNT, color codes and cues can send a number of messages across different cultures and situations. Colors evoke moods and emotions as red is seen as an energizing shade while yellow is associated with joy.

Are you looking to add a pop of color to your innovations? We’ve got the solution for you! Our exceptional **infused dried fruits** provide distinct texture, natural nutrition, and vibrant color to a variety of delicious, on-trend consumer products. Whether it be our bold red **cherries** or deep blue **blueberries**, our infused dried fruit promises to elevate a number of **applications** by adding a burst of color. Not sure which infused dried fruit is right for you? Request **samples** today!



We deliver *delight*

Graceland Fruit, Inc. is a leading producer and global distributor of premium quality dried fruit ingredients for the food industry. Our exceptional product and service performance make it easy for innovative food manufacturers and providers to create delicious, on-trend products to surprise and delight their consumers.

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