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New NFC Apple Juice Developed for LeRoy Project

by Peter Gregg

ROCHESTER, N.Y. -- IFPNANY New York, Inc. (IFPNANY) President Herbert "Herb" W. Fiss today announced the final development of a 100 percent NFC (not-from-concentrate) premium quality fresh apple juice to be produced at the company's proposed fruit processing and juice packaging plant in LeRoy, N.Y.

NFC fresh apple juice is an exciting premium beverage that will serve as the signature product for the new plant once it comes on line. The product was developed for IFPNANY by Cornell University food science and technology researchers at the New York State Agricultural Experiment Station in Geneva, N.Y.

"We're thankful to the food scientists at Cornell for creating such a fantastic product," Fiss said. "Once consumers get a taste of it, I'm confident it will be a big hit in the marketplace. NFC apple juice is a premium quality product that promotes good health. According to recent medical reports, apples have been linked to reduced cancer risk, better lung function, positive impact against LDL cholesterol and numerous other health benefits."

"We were able to develop an excellent product with fresh apple flavor and extended shelf life," said Olga Padilla-Zakour, of the department of food science & technology at Cornell, who was the lead scientist for the project. "We were able to take advantage of the unique flavor profiles of New York apples and are very satisfied with the result."

NFC apple juice is made by pressing apples for juice and then pasteurized. The juice will be filled and packaged into gable-top containers with spouts at the proposed LeRoy plant and sold in the refrigerated section of supermarkets.

"Based on the market potential for NFC apple juice, more than 5 million bushels of New York-grown apples are expected to be utilized at the LeRoy plant when at full capacity for producing the NFC apple juice product," Fiss said. "Two major supermarket chains were asked to sample the product and both had extremely favorable reactions."

"The success of a New York NFC premium apple juice is expected to parallel the success Florida orange growers have enjoyed with NFC orange juice, a product that has revitalized the citrus industry."

IFPNANY aims to open a state-of-the-art fruit processing plant in LeRoy, N.Y., that would create 300 new jobs. The plant would use patented technology that would make it a one-of-a-kind facility in the U.S.

Last month, the Dennis Group, a Springfield, Mass. engineering firm began the design and engineering work for the plant. Pittsford Capital Group of Pittsford, N.Y. is serving as IFPNANY's investment bankers for raising

the\$35 million needed to open the plant.

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