

*Pet owners desire more recognizable ingredient lists on packaging.*



*Pet owners tend to project their dietary concerns onto their pets.*

# *Fruit Ingredients* for the *Pet Industry*



*More fruits, more forms, more possibilities.™*



# SPECIALIZING IN *Fruit Ingredients* FOR THE *Pet Food Industry*



Tree Top is a grower-owned fruit cooperative processing more fruits, in more forms, than any other supplier on earth. Our facilities are strategically located close to where the fruit is grown. This proximity to the fruit provides the highest quality fruit ingredients to ensure exceptional performance in your finished product.

- Tree Top is a primary fruit ingredient supplier to most of the world's top food manufacturers.
- Primary Processor - annually processing over 800 million pounds of fresh fruit into high-quality, safe fruit ingredients.
  - Tree fruits - apples, pears, peaches, plums, apricots, cherries
  - Berries - strawberries, raspberries, blueberries, blackberries, cranberries
  - Concord grapes

For over half a century, Tree Top's discriminating quality standards have gained us a reputation of a trusted and reliable fruit ingredient supplier to the world's top food and beverage brands. These same high-quality standards go into everything we make, including our product offerings to the pet food manufacturing industry... We believe everyone deserves good food™, including our pets.

As consumers increasingly recognize the sensory and nutritional benefits of fresh and "natural" foods, they want the same qualities in food they buy for their pets. With pet food nutrition taking on a human direction, Tree Top's fruit offerings can aid product developers in formulating pet foods with natural, easily recognizable ingredients. In fact, according to Mintel, a consumer market research firm, adding fruit to pet food recipes appeals to consumers who are more aware of the importance of such healthy foods in their own diet.

## FRUITS' BENEFITS ARE ENDLESS:

- |                        |   |                                   |
|------------------------|---|-----------------------------------|
| • Health Halo          | • Recognizable Ingredients                | • Vegan                           |
| • Source of Fiber      | • Naturally Occurring Vitamins & Minerals | • Trusted                         |
| • Rich in Antioxidants | • Fat Free                                | • Meat Replacement                |
| • Natural              | • Gluten Free                             | • Minimal Processing              |
| • Simplicity           | • Nutritious                              | • Positive On-pack Label Presence |
| • Flavorful            |   | • Made in USA                     |







## DRIED APPLES

Dried apples are prepared from sound, properly ripened fruit which have been washed, peeled and cored, sorted, trimmed, cut to the desired size and dried to specified moisture range. In the case of a "dry cut," an additional cutting is required following the drying process.

**Moisture:** Evaporated 16% - 26% depending on style  
Low moisture 1.0% - 3.5%

**Size:** Dices, Grinds and Pie Pieces



## FRUIT PURÉES

Fruit purées are prepared from sound, properly ripened fruit which have been washed, and processed through finishing sieves to achieve desired size and texture. For concentrated puree, the fruit is processed through an evaporator to remove additional water.

Apple	Apricot	Blackberry	Blueberry	Cherry
Cranberry	Concord Grape	Mango	Peach	Pear
Plum	Raspberry	Strawberry		

**Size:** 0.033" – 0.25"

**Brix:** Single Strength (8°-16°)  
Concentrate 28°, 32°, 38°, 45°



## FROZEN STRAWBERRIES

Frozen strawberry products are prepared from sound, properly ripened fruit which has been washed and cut to the desired piece size.

**Size:** 4+1 Slice & Straight Pack Wholes



## FRUIT FLAKE POWDERS

Drum Dried Fruit Flakes are prepared from sound fruit, which have been washed, puréed, sieved thoroughly, drum dried and milled to the proper screen specifications.

**Size:** 8 mesh, 20 mesh, and unsieved

**Moisture:** 1% – 3.5%

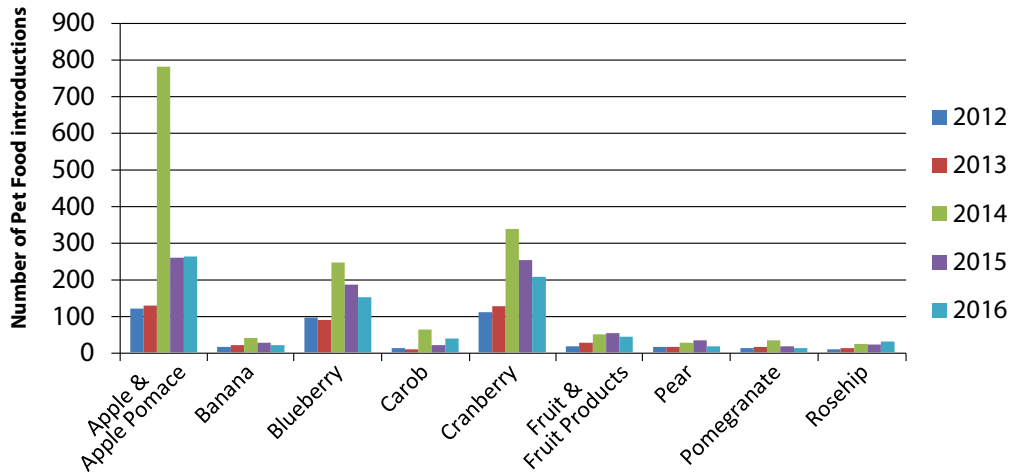
**Variety:** Apple, Pear, Blueberry-Grape-Apple, Cherry-Apple, Cherry, Grape-Apple, Raspberry-Apple-Pear, Strawberry-Apple-Pear, and Strawberry

All of the products Tree Top manufacturers are prepared, processed, packaged and delivered in accordance with current good manufacturing practices and under strict sanitary conditions to assure good product definitions. All products are inspected throughout the process to ensure the product is in compliance with the provisions of the Federal Food, Drug and Cosmetic Act.

# Category Focus - Pet

## New Pet Food Product Launches Utilizing Fruit as an Ingredient

Number of Global Pet Food Launches 2012 – 2016 = 3,401  
Global



Source: Mintel GNPD

*Fruits and vegetables can enhance weight management by providing bulk with relatively few calories. Healthier skin and a shinier coat are other benefits.*

Source: Datamonitor



**TREE TOP**  
Grower Owned Since 1960

For a complete list of all our products and product specification sheets visit  
[treetoppingredients.com](http://treetoppingredients.com)

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