

River Hills Harvest Brand ElderBerry Juice Products

January 2018

Direct Ship Program & Retail Support

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Products & Pricing

- ElderBerry Juice, 11 oz. bottle (UPC 8-51569-00340-3); \$15 ea=\$180/cs. SRP \$20.99
- ElderBerry Juice (organic berries), 11 oz. (UPC 8-13430-02374-3); \$15.50 ea=\$186/cs. SRP \$22.99
- Health Cordial, 11 oz. bottle (UPC 8-51569-00341-0); \$15 ea=\$180/cs. SRP \$22.99
- ElderBerry Cordial (organic juice), 11 oz. (UPC 8-13430-02375-0); \$15.50 ea=\$186/cs. SRP \$24.99
- ElderBerry Jelly, 10 oz. jar (UPC 8-51569-00342-7); \$5.50 ea=\$66/cs. SRP \$7.49
- ElderBerry Jam, 12 oz. jar (UPC 8-56416-00322-3); \$6 ea=\$72/cs. SRP \$7.99
- ElderBerry Syrup, 14 oz. bottle (UPC 8-56416-00305-6); \$7.25 ea=\$87/cs. SRP \$9.99

All prices reflect full case (12) orders/product and include shipping, unless on the east or west coasts, where a \$10/cs surcharge is added to the invoice. I invoice you directly, and the product is shipped UPS from MO after receipt of payment. The invoice provides several options of payment, including credit card, or you may mail a check to the address on the invoice.

Product Support

First time orders of skus new to a store are eligible for a 20% discount. If you provide proof of doing your own in-store demo of our products, we will give you 10% off your next order of the products sampled.

Wellness or Grocery; Sometimes Juice in Grocery & Health Cordial in Wellness

Place the shelf stable elderberry juice next to specialty juices or juice concentrates like tart cherry since most people consume elderberry juice in small quantities: 1 tablespoon (½ oz.) daily for prevention, multiple times a day as needed or as directed by a customer's health practitioner.

The Health Cordial is placed either next to the juice or in the cold/allergy - Immune System sections with Sambucol or other (natural) cold/flu products. Place the jelly & jam with other premium jams & jellies that are made from less common berries in grocery or with specialty cheeses. The ElderBerry Syrup may be placed with other fruit syrups or with the jelly and jam.

Shelf Life & Quality Control

Each RHH product is bar coded. Each bottle has a "Best Buy" sticker dated 2-3 years from bottling/canning and/or production code on the label or bottom of the container, which is used for quality control in case of recall. All products should be refrigerated after opening. **Experience indicates that refrigerated juice and health cordial keeps well after opening for 4-6 weeks, if not contaminated by use.**

Beginning with the 2013 harvest, RHEP has tracked their frozen berry buckets back to its identified field of harvest as part of its upgraded quality control process required by the increasing number of growers entering commercial production.

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About Our Elderberries

Most of the berries used in our juice are grown in the Midwest, sourced from a developing network of elderberry grower cooperatives. RHH products are bottled by Persimmon Hill Farms using a hand batch process in Branson, MO. The plants are sustainably grown using organic elderberry products. The bulk of the crop is grown on land that has been naturally organic and/or certified organic. The harvest of certified organic native elderberries is growing. We will increase distribution of River Hills Harvest certified organic products as more certified organic elderberry is grown and harvested.

River Hills Elderberry Producers (RHEP) and the Midwest Elderberry Cooperative (MEC) make up the heart of a growing Midwest network of producer co-ops stretching from Oklahoma, Kansas and Arkansas into Iowa, MN, WI, IL and Ohio.

The First International Elderberry Symposium was held in Columbia, MO June 9-14, 2013 showcasing the latest scientific findings on the natural properties and medical benefits of elderberry for humans and livestock. Check the midwest-elderberry.coop web site's [Symposium tab](#) for one page excerpts and summaries from many of the researcher's results.

Some Interesting Facts:

Berry Count: 2,000 berries = 1.5+ lb. of fruit; 20+ lbs. of fruit = 1 gallon of juice. It takes over **1.50 lbs.** of Sambucus canadensis (North American) berries to produce one 11 oz. bottle of juice.

Cool Pressed & Processed @ 160-180° F for four minutes and **NO SUGAR ADDED to the juice.**

Farmer Share of Product: Because RHH is Farmer Grown, Farmer Owned, we start by paying the farmers fairly for this hand-harvested little berry. The farmer's share of a bottle of ElderBerry Juice is \$3. That means that \$3 (\$3.50 organic) of the price goes to pay for the elderberries, which is pretty high compared to most other foods and beverages.

Benefits to the Environment: As a perennial, elderberry orchards are not plowed. The soil is constantly covered by a natural mix of grasses and legumes that is frequently mowed. Elderberry has an extensive root system, which holds soil in place but requires significant mulch from living soil to produce well. Over 60 native pollinators have been counted on elderberry flowers and stem nectaries.

Ingredients:

- **ElderBerry Juice** – pure elderberry juice with a small amount of citric acid to adjust acidity due to each batch's variations in brix and pH.
- **ElderBerry Health Cordial** – Filtered water, elderberry juice (25%), organic honey (25%), cinnamon, cloves and ascorbic acid.
- **ElderBerry Jelly** – Cane sugar, 40% elderberry juice, filtered water, lemon juice, pectin
- **ElderBerry Jam** – Elderberries, cane sugar, less than 2% fruit pectin, fumaric acid, hydrated lime
- **ElderBerry Syrup** – Cane sugar, 45% elderberry juice, lemon juice from concentrate

Shelf Life: Dated 2-3 years from production.

Additional Retail & Consumer Support: General information on elderberry, our grower cooperatives, as well as links to university research and other health reference sources are found on the Midwest Elderberry Cooperative web site (midwest-elderberry.coop) and riverhillsharvest.com. River Hills Harvest brand's Facebook page for articles or news about elderberry and health related issues.