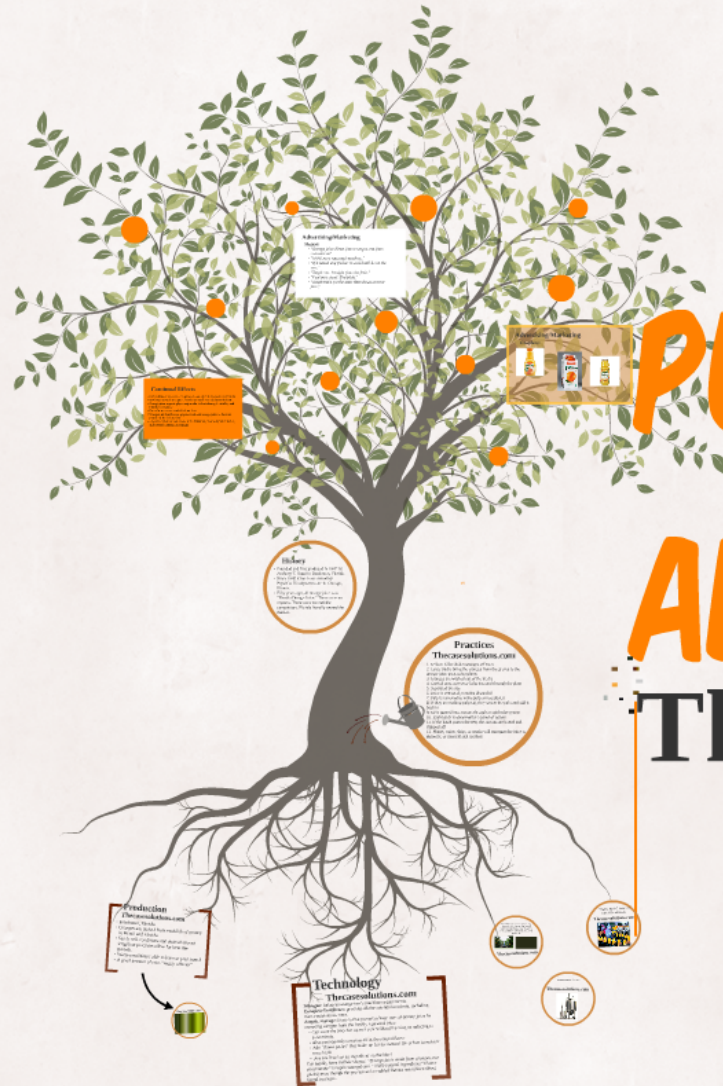




**PURE ORGANIC FOOD**

**AND JUICE BAR**

**Thecasesolutions.com**



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# Production

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- Bradenton, Florida
- Oranges are picked from established groves in Brazil and Florida
- Sandy soil conditions and state-of-the-art irrigation practices allow for best tree growth.
- Warm conditions: able to harvest year round
- A good amount of rain, “soggy climate”



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# Technology

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**Nitrogen:** balances orange tree's nutrition requirements.

**Complete Fertilizers:** provides all the essential nutrients, including micro-nutrients to trees.

**Aseptic Storage:** Process that preserves huge vats of orange juice by removing oxygen from the freshly squeezed juice.

- Can store the juice for up to a year without freezing or reducing to concentrate.
- Also permanently removes all of the natural flavor
- Add “flavor packs” that make up for the natural flavor lost to make it taste fresh
- Are not listed as an ingredient on the label

Can legally have in their slogan: “*Orange juice made from oranges, not concentrate*” (aseptic storage) and “*100% natural ingredients*” (flavor packs) even though the process and re-added flavors resemble nothing found in nature.

Industrial Agricultural "Sprayers" go through rows of groves and spread fertilizers and nitrogen onto the orange trees to increase their health and rate of production.



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Aseptic Storage Container

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"Flavor Packs" inserted  
into OJ containers

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# Practices

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1. Oxbow 3220 shakes oranges off trees
2. Large trucks bring the oranges from the groves to the orange juice processing plants
3. Oranges are washed out of the trucks
4. Carried onto conveyor belts into and through the plant
5. Separated by size
6. Juice is extracted, remains discarded
7. Pulp is removed to make pulp or no pulp OJ
8. If they are making pulp OJ, they screen the pulp and add it back in
9. OJ is poured into cartons through a rapid tube system
10. Each batch is observed by a panel of testers
11. If the batch passes the test, the cartons are boxed and shipped off
12. Planes, trains, ships, or trucks will transport the juice to domestic or international markets

