

UNWRAPPED 10 WRITER: Alan August PRODUCER: Joe Marrota PHOTOG: Kenn Christensen	DATE: 01-06-10 SEGMENT: Cushman HoneyBells EPISODE: Half-n-Half ERT: 3:00
MARC ON CAM	What's half tangerine, half grapefruit, and four times as juicy as an ordinary orange?  They call it a HoneyBell and it just might be the perfect citrus fruit. Check it out.
	MUSIC: mellifluous bells / vibraphone / xylophone
Quick cuts:  11035 03:08:20 tilt down to Honeybell tree  11033 01:10:04 Girl eating Honeybell  11322 02:37:21 Squeezing juice	IT'S THE FRESHEST, SWEETEST, JUICIEST ORANGE ON THE MARKET. BUT, STRANGELY ENOUGH, IT'S NOT AN ORANGE AT ALL.
11035 03:31:58 <b>Allen Cushman – Cushman's Fruit Company</b> Note: Allen wants only this general title listed	Allen: "They really don't taste like any other orange. Well, actually they're not an orange. And they don't taste like any orange you've ever tasted before."
11322 02:35:59 Pan across HoneyBells  11323 03:08:31 Kids playing with Honeybell halves  11033 Stop motion rewind from 01:14:18 to 01:13:10 Tangerines and Grapefruits pop up, then a Honeybell	IT'S THE CUSHMAN HONEYBELL. THIS HALF-TANGERINE, HALF-GRAPEFRUIT HYBRID HATCHED WAY BACK IN 1931. TWO SCIENTISTS FROM THE U.S. DEPARTMENT OF AGRICULTURE WERE EXPERIMENTING WITH CROSSING DANCY TANGERINES AND DUNCAN GRAPEFRUITS.
11035 03:02:28	Allen: "They did it many times. And uh, usually scrapped the results. But on this one amazing time, when they crossed it, this is what came out of it."
Can we get a black-and-white pic of Ed Cushman?	WHEN ED CUSHMAN, ALLEN'S FATHER, CAME ACROSS THE FRUIT IN 1945, HE GAVE THE HONEYBELL ITS FAMOUS

	NAME.
11035 03:07:20	Allen: “It’s kinda bell shape, and, they’re sweet as honey. And it just, kinda was a natural.”
11033 01:04:00 Cushman’s Sign 11033 01:05:01 Store exterior 11033 01:23:21 Allen with tray of Honeybells	TODAY, CUSHMAN’S FRUIT COMPANY IN VERO BEACH, FLORIDA, CONTINUES THE FAMILY TRADITION OF DELIVERING THEIR DELICIOUS, GIFT-QUALITY FRUIT TO CITRUS-LOVERS ACROSS AMERICA.
11035 03:09:24 Tilt down from sun to trees 11035 03:10:51 MS Honeybells on tree 11035 03:11:31 CU Honeybell on tree	IT ALL STARTS WITH THE HARVEST DURING A FEW SHORT WEEKS IN JANUARY.
11035 03:04:16	Allen: “Honeybells have a very short season, and we—that’s why we have to harvest so many so quick, cause we have to get ‘em all right when they’re at their peak, cause when they’re gone, they’re gone and they won’t be back for a whole year.”
11035 03:11:58 Allen using a refractometer	A MEASURING TOOL CALLED A “REFRACTOMETER” TELLS GROWERS WHEN THE SUGAR LEVELS IN THE FRUIT ARE JUST RIGHT.
11034 02:31:15 Low-angle worker harvesting Honeybells against blue sky 11034 02:29:27 Clipping Honeybells from tree 11034 02:29:27 CU Hand-clipping a Honeybell	WHEN THE HONEYBELLS ARE READY, HARVESTERS HAND-CLIP THEM FROM THE TREE ONE AT A TIME TO KEEP THEM IN PRISTINE CONDITION. UP TO 250,000 POUNDS OF HONEYBELLS ARE HARVESTED EVERY DAY.
11034 02:34:28 Honeybells dumped into bin 11034 02:37:42 Harvesters done for the day	THE HARVESTED HONEYBELLS THEN HEAD TO A PROCESSING FACILITY FOR TWO QUALITY CHECKS, A WASH AND A WAX.

11035 03:24:04	Allen: “Someone asked me why, well why do you wax ‘em? And that’s to seal the shine, and—and also to protect the skin.”
11034 02:10:21 XWS Pan across packing house  11034 02:15:50 Worker inspecting	NEXT STOP, A PACKING HOUSE, WHERE WORKERS CAREFULLY INSPECT THE HONEYBELLS ONE LAST TIME.
11034 02:09:15 <b>Bill Ihle – Executive Vice President, Corporate Relations, Cushman Fruit Company</b>	Bill: “What they’re looking for is anything that’s an imperfection, that would make this, the—the—the Honeybell anything less than perfect. Is it size, is there a ding on it, so that when it arrives to the consumer, it’s absolutely perfect.”
11034 02:20:16 Boxed HoneyBells  11034 02:24:30 Boxes on Forklift	HONEYBELLS THAT MAKE THE GRADE GET PACKED INTO GIFT BOXES AND LOADED ONTO TRUCKS THAT DELIVER THE FANTASTIC FRUITS THROUGHOUT THE COUNTRY.
11034 02:30:18 Clipping HoneyBells  11033 01:34:38 HoneyBell gift box	WHEN HONEYBELLS ARE AVAILABLE IN JANUARY, CUSHMAN’S SELLS EVERY SINGLE HONEYBELL THEY PICK, AND 30,000 GIFT BOXES SHIP OUT EVERY DAY.
	Bill: “Everybody’s happy to work around the clock to make sure all the customers get the boxes and get the right fruit.”
11322 02:36:25 HoneyBell sliced in half  11033 01:22:02 Allen and customer	CUSHMAN’S HONEYBELLS MAY BE HALF TANGERINE AND HALF GRAPEFRUIT, BUT IN THE END, THEY’RE ALL ABOUT THE CUSTOMER.
11035 03:35:05	ALLEN: “I know if my dad was looking down he’d be proud, too. Because the things he started, so many years ago, of really treating people right, and uh, giving our best for our customers, uh, is still there.”
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