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PARADISE INC
Form 10-Q
August 15, 2008

FORM 10-Q

U.S. SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

(X) Quarterly report pursuant to section 13 or 15(d) of the Securities Act of 1934.

For the quarterly period ended June 30, 2008

or

() Transition report pursuant to section 13 or 15(d) of the Securities Act of 1934.

Commission File No. 0-3026

PARADISE, INC.

INCORPORATED IN FLORIDA
I.R.S. EMPLOYER IDENTIFICATION NO. 59-1007583

1200 DR. MARTIN LUTHER KING, JR. BLVD.,
PLANT CITY, FLORIDA 33566

(813) 752-1155

Indicate by check mark whether the registrant (1) has filed all reports required to be filed by Section 13 or 15(d) of the Securities and Exchange Act of 1934 during the preceding 12 months (or for such shorter period that the registrant was required to file such reports), and (2) has been subject to such filing requirements for the past 90 days.

Yes X No
--- ---

Indicate by checkmark whether the registrant is a large accelerated filer, an accelerated filer, a non-accelerated filer, or a smaller reporting company.

Large accelerated filer Accelerated filer
--- ---

Non-accelerated filer Smaller reporting company X
--- ---

Indicate by check mark whether the registration is a shell company (as defined in Rule 125-2 of the Exchange Act)

Yes No X
--- ---

The number of shares outstanding of each of the issuer's classes of common stock:

Class	Outstanding as of June 30,
-----	-----
	2008 2007

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Common Stock
\$0.30 Par Value

519,350 Shares
PARADISE, INC.

519,350 Shares

FORM 10-Q
FOR THE QUARTERLY PERIOD ENDED JUNE 30, 2008
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PARADISE, INC.

COMMISSION FILE NO. 0-3026

PART I. FINANCIAL INFORMATION

Item 1. Financial Statements

PARADISE, INC. AND SUBSIDIARIES CONSOLIDATED BALANCE SHEETS

	AS OF JUNE 30, 2008 (UNAUDITED)	AS OF DECEMBER 31, 2007	AS OF JUNE 30, 2007 (UNAUDITED) (RESTATED)
	-----	-----	-----
ASSETS			

CURRENT ASSETS:			
Cash and Unrestricted			
Demand Deposits	\$ 18,249	\$ 3,193,207	\$ 26,188
Accounts and Notes			
Receivable, Less			
Allowances of \$0 (6/30/08),			
\$0 (12/31/07) and			
\$0 (6/31/07)	1,239,792	1,775,793	933,673
Inventories:			
Raw Materials	3,563,252	1,598,243	3,580,637
Work in Process	422,711	713,092	534,508
Finished Goods	11,503,537	5,266,671	8,420,041
Deferred Income Tax	682,769	470,929	616,058
Income Tax Refund			
Receivable	93,408		
Prepaid Expenses and Other			
Current Assets	658,936	472,876	723,354
	-----	-----	-----
TOTAL CURRENT ASSETS	18,182,654	13,490,811	14,834,459
Property, Plant and Equipment,			
Less Accumulated Depreciation			
of \$16,503,537 (6/30/08),			
\$16,183,229 (12/31/07) and			
\$15,847,261 (6/31/07)	5,494,105	5,520,252	5,782,457
Goodwill	413,280	413,280	413,280
Customer Base and Non-Compete			
Agreement	1,006,230	1,069,172	1,132,115
Deferred Charges and			
Other Assets	416,883	447,408	411,054
	-----	-----	-----
TOTAL ASSETS	\$ 25,513,152	\$ 20,940,923	\$ 22,573,365
	=====	=====	=====

See Accompanying Notes to these Consolidated Financial Statements (Unaudited)

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LIABILITIES AND STOCKHOLDERS' EQUITY

	AS OF JUNE 30, 2008 (UNAUDITED)	AS OF DECEMBER 31, 2007	AS OF JUNE 30, 2007 (UNAUDITED) (RESTATED)
	-----	-----	-----
CURRENT LIABILITIES:			
Notes and Trade Acceptances Payable	\$ 4,469,775	\$ 154,489	\$ 1,362,126
Current Portion of Long-Term Debt	419,934	423,115	610,679
Accounts Payable	2,785,818	746,902	2,611,220
Accrued Liabilities	742,095	1,754,391	1,284,937
Income Taxes Payable		247,112	
	-----	-----	-----
TOTAL CURRENT LIABILITIES	8,417,622	3,326,009	5,868,962
LONG-TERM DEBT, NET OF CURRENT PORTION	426,143	515,188	754,405
DEFERRED INCOME TAX LIABILITY	297,373	297,373	352,595
	-----	-----	-----
TOTAL LIABILITIES	9,141,138	4,138,570	6,975,962
	-----	-----	-----
STOCKHOLDERS' EQUITY:			
Common Stock: \$.30 Par Value, 2,000,000 Shares Authorized, 583,094 Shares Issued, 519,350 Shares Outstanding	174,928	174,928	174,928
Capital in Excess of Par Value	1,288,793	1,288,793	1,288,793
Retained Earnings	15,481,996	15,886,998	14,726,268
Accumulated Other Comprehensive Income (Loss)	(296,784)	(271,447)	(315,667)
Treasury Stock, at Cost, 63,744 Shares	(276,919)	(276,919)	(276,919)
	-----	-----	-----
Total Stockholders' Equity	16,372,014	16,802,353	15,597,403
	-----	-----	-----
TOTAL LIABILITIES AND STOCKHOLDERS' EQUITY	\$ 25,513,152	\$ 20,940,923	\$ 22,573,365
	=====	=====	=====

See Accompanying Notes to these Consolidated Financial Statements (Unaudited)

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PARADISE, INC. AND SUBSIDIARIES
CONSOLIDATED STATEMENTS OF INCOME
(UNAUDITED)

	FOR THE THREE MONTHS ENDED	
	JUNE 30,	
	2008	2007 (RESTATED)
Net Sales	\$ 2,330,520	\$ 2,121,437
Costs and Expenses:		
Cost of Goods Sold		
(excluding Depreciation)	1,768,737	1,194,138
Selling, General and		
Administrative Expense	828,971	817,175
Depreciation and Amortization	194,396	220,810
Interest Expense	41,387	41,463
Total Costs and Expenses	2,833,491	2,273,586
Loss from Operations	(502,971)	(152,149)
Other Income	6,652	31,712
Loss from Operations Before		
Provision for Income Taxes	(496,319)	(120,437)
Provision for Income Taxes	211,840	45,163
Net Loss	\$ (284,479)	\$ (75,274)
Loss per Common Share	\$ (0.55)	\$ (0.145)
Dividends paid per Common Share	\$ 0.10	\$ 0.10

See Accompanying Notes to these Consolidated Financial Statements (Unaudited)

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PARADISE, INC. AND SUBSIDIARIES CONSOLIDATED STATEMENTS OF INCOME (UNAUDITED)

	FOR THE SIX MONTHS ENDED	
	JUNE 30,	
	2008	2007 (RESTATED)
Net Sales	\$ 5,226,886	\$ 4,986,894
Costs and Expenses:		
Cost of Goods Sold		
(excluding Depreciation)	3,725,247	3,430,170
Selling, General and		
Administrative Expense	1,648,459	1,713,385
Depreciation and Amortization	391,473	448,033
Interest Expense	53,438	68,252
Total Costs and Expenses	5,818,617	5,659,840
Loss from Operations	(591,731)	(672,946)
Other Income	26,824	73,285
Loss from Operations Before		
Provision for Income Taxes	(564,907)	(599,661)
Provision for Income Taxes	211,840	224,873
Net Loss	\$ (353,067)	\$ (374,788)
Loss per Common Share	\$ (0.68)	\$ (0.72)
Dividends paid per Common Share	\$ 0.10	\$ 0.10

See Accompanying Notes to these Consolidated Financial Statements (Unaudited)

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PARADISE, INC. AND SUBSIDIARIES
CONSOLIDATED STATEMENTS OF CASH FLOWS
(UNAUDITED)

	FOR THE SIX MONTHS ENDED	
	JUNE 30,	
	2008	2007 (RESTATED)
CASH FLOWS FROM OPERATING ACTIVITIES:		
Net Loss	\$ (353,067)	\$ (374,788)
Adjustments to Reconcile Net Loss to Net Cash Used in Operating Activities:		
Depreciation and Amortization	391,473	448,033
Decrease (Increase) in:		
Accounts Receivable	536,001	(291,999)
Inventories	(7,911,494)	(6,101,784)
Deferred Income Tax Asset	(211,840)	(224,873)
Other Assets	(188,732)	(225,789)
Income Tax Receivable	(93,407)	63,748
Increase (Decrease) in:		
Accounts Payable	2,038,916	1,551,184
Accrued Expense	(1,012,296)	(993,258)
Income Tax Payable	(247,112)	
Net Cash Used in Operating Activities	(7,051,558)	(6,149,526)
CASH FLOWS FROM INVESTING ACTIVITIES:		
Purchase of Property and Equipment	(294,525)	(184,897)
Net Cash Used in Investing Activities	(294,525)	(184,897)
CASH FLOWS FROM FINANCING ACTIVITIES:		
Net Proceeds of Short-Term Debt	4,315,286	1,240,585
Principal Payments of Long-Term Debt	(92,226)	(99,424)
Dividends Paid	(51,935)	(51,935)
Net Cash Provided by Financing Activities	4,171,125	1,089,226
Net Decrease in Cash	(3,174,958)	(5,245,197)

See Accompanying Notes to these Consolidated Financial Statements (Unaudited)

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CASH AT BEGINNING OF PERIOD	3,193,207	5,271,385
	-----	-----

CASH AT END OF PERIOD	\$ 18,249	\$ 26,188
	=====	=====

SUPPLEMENTAL CASH FLOW INFORMATION:

Cash paid for:

Interest	\$ 42,438	\$ 37,702
Income Tax	340,520	299,837
	-----	-----

Net Supplemental Cash Flows	\$ 382,958	\$ 337,539
	=====	=====

See Accompanying Notes to these Consolidated Financial Statements (Unaudited)

PARADISE, INC. AND SUBSIDIARIES
NOTES TO CONSOLIDATED FINANCIAL STATEMENTS
(UNAUDITED)

Note 1 Basis of Presentation

The accompanying unaudited consolidated financial statements of Paradise, Inc. (the "Company") have been prepared by the Company in accordance with generally accepted accounting principles for interim financial information and pursuant to the rules and regulations of the Securities and Exchange Commission. Accordingly, they do not include all the information and footnotes required by generally accepted accounting principles for annual financial statements.

The information furnished herein reflects all adjustments and accruals that management believes is necessary to fairly state the operating results for the respective periods. The notes to the financial statements should be read in conjunction with the notes to the consolidated financial statements contained in the Company's Form 10-KSB for the year ended December 31, 2007. The Company's management believes that the disclosures are sufficient for interim financial reporting purposes.

Note 2 Net Loss per Share

Net loss per share, assuming no dilution, are based on the weighted average number of shares outstanding during the period: 519,350 (2008 and 2007).

Note 3 Business Segment Data

The Company's operations are conducted through two business segments. These segments, and the primary operations of each, are as follows:

Business Segment	Operation
Fruit	Production of candied fruit, a basic fruitcake ingredient, sold to manufacturing bakers, institutional users, and retailers for use in home baking. Also, based on market conditions, the processing of frozen strawberry products, for sale to commercial and institutional users such as preservers, dairies, drink manufacturers, etc.
Molded Plastics	Production of plastics containers and other molded plastics for sale to various food processors and others.

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	Six Months	Year Ended	Six Months	
		Ended	December 31,	Ended
		June 30, 2008	2007	June 30, 2007
		-----	----	-----
Net Sales in Each Segment				

Fruit:				
Sales to Unaffiliated Customers		\$ 1,187,480	\$ 17,966,624	\$ 1,127,417
Molded Plastics:				
Sales to Unaffiliated Customers		4,039,406	7,513,715	3,859,477
		-----	-----	-----
Net Sales		\$ 5,226,886	\$ 25,480,339	\$ 4,986,894
		=====	=====	=====

For the six month period ended June 30, 2008 and 2007, sales of frozen strawberry products totaled \$332,944 and \$329,961 respectively. Sales of frozen strawberry products for the year ended December 31, 2007 totaled \$337,111.

The Company does not account for intersegment transfers as if the transfers were to third parties.

The Company does not prepare operating profit or loss information on a segment basis for internal use, until the end of each year. Due to the seasonal nature of the fruit segment, management believes that it is not practical to prepare this information for interim reporting purposes. Therefore, reporting is not required by generally accepted accounting principles.

	Six Months	Year Ended	Six Months	
		Ended	December 31,	Ended
		June 30, 2008	2007	June 30, 2007
		-----	----	-----
Identifiable Assets of Each Segment are Listed Below				

Fruit		\$ 16,592,769	\$ 9,814,759	\$ 14,506,488
Molded Plastics		6,297,833	5,383,228	5,144,085
		-----	-----	-----
Identifiable Assets		22,890,602	15,197,987	19,650,573
General Corporate Assets		2,622,550	5,742,936	2,922,792
		-----	-----	-----
Total Assets		\$ 25,513,152	\$ 20,940,923	\$ 22,573,365
		=====	=====	=====

Identifiable assets by segment are those assets that are principally used in the operations of each segment. General corporate assets are principally cash, land and buildings, and investments.

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Note 4 Retirement Plan

As discussed in the 10-KSB for the year ended December 31, 2007, the Company elected to freeze the pension plan benefit accruals effective November 30, 2006. On March 28, 2008, Paradise, Inc. received final approval from the IRS to terminate this pension plan. After receiving the final calculation for the unfunded pension liability on May 13, 2008 from Principal Financial Group, Plan Administrator, Paradise, Inc. transferred \$452,066 to the Principal Financial Group on May 15, 2008. In anticipation of this unfunded pension liability, Paradise, Inc. accrued \$446,727 in December, 2006.

Note 5 Restatement

In 2008, the company, in accordance with generally accepted accounting principles instituted the policy of recognizing income tax benefits on interim period operating losses. Accordingly, the Company has restated its results for June 30, 2007 to account for the increase in tax benefit associated with the interim loss for the six months ended June 30, 2007. The Company's history of incurring losses during the first two quarters of its fiscal year and then generating profits during a ten week period beginning in September of each year justifies the recognition of income tax benefits on an interim basis.

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Results of Operations

Forward-Looking Statements

This Quarterly Report on Form 10-Q contains ?forward-looking statements? within the meaning of Section 21E of the Securities Exchange Act of 1934, as amended. All statements other than statements of historical fact should be considered ?forward-looking statements? for the purpose of these provisions, including statements that include projections of, or expectations about, earnings, revenues or other financial items, statements about our plans and objectives for future operations, statements concerning proposed new products or services, statements regarding future economic conditions or performance, statements concerning our expectations regarding the attraction and retention of customers, statements about market risk and statements underlying any of the foregoing. In some cases, forward-looking statements can be identified by the use of such terminology as ?may?, ?will?, ?expects?, ?potential?, or ?continue?, or the negative thereof or other similar words. Although we believe that the expectations reflected in our forward-looking statements are reasonable, we can give no assurance that such expectations or any of our forward-looking statements will prove to be correct. Actual results and developments are likely to be different from, and may be materially different from, those expressed or implied by our forward-looking statements. Forward-looking statements are subject to inherent risks and uncertainties.

Overview

Paradise, Inc.'s main business segment, glaze? fruit, a prime ingredient of fruitcakes and other holiday confections, represented 70.5% of total net sales during 2007. These products are sold to manufacturing bakers, institutional users, supermarkets and other retailers throughout the country. Consumer demand for glaze? fruit product is traditionally strongest during the Thanksgiving and Christmas season. Almost 80% of glaze? fruit product sales are recorded from the eight to ten weeks beginning in mid September.

Since the majority of the Company's customers require delivery of glaze? candied fruit products during this relatively short period of time, Paradise must operate at consistent levels of production from as early as January through the middle of November of each year in order to meet peak demands. Furthermore, the Company must make substantial borrowings of short-term working capital to cover the cost of raw materials, factory overhead and labor expense associated with production for inventory. This combination of building and financing inventories during the year, without the opportunity to record any significant fruit product income, results in the generation of operating losses well into the third quarter of each year. Therefore, it is the opinion of management that meaningful forecasts of annual net sales or profit levels require analysis of a full year's operations.

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In addition, comparison of current quarterly results to the preceding quarter produces an incomplete picture on the Company's performance due

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to year-to-year changes in production schedules, seasonal harvests and availability of raw materials, and in the timing of customer orders and shipments. Thus, the discussion of information presented within this report is focused on the review of the Company's current year-to-date results as compared to the similar period last year.

Paradise's other business segment, Paradise Plastics, Inc., a wholly owned subsidiary of Paradise, Inc., produces custom molding products that is not subject to the seasonality of the glaze fruit business. This segment represents all injection molding and thermoforming operations, including the packaging for the Company's fruit products. Only sales to unaffiliated customers are reported.

The First Six Months

Paradise, Inc.'s fruit segment net sales, which are highly seasonal, increased 5.3% for the first six months of 2008 compared to the similar reporting period of 2007. Due to the seasonality of the glaze fruit business as outlined above, net sales for the first six months of 2008 generated less than 7% of total 2007 fruit segment net sales. With such limited sales volume as of the date of this filing, no forecast or trend can be established from this information. Typically, during the first six months of the year the majority of fruit segment net sales are related to the shipment of bulk fruit sales to manufacturing bakeries and national supermarket customers. Also for the past several years this segment has produced various frozen strawberry products on behalf of a central Florida distributor. These two activities accounted for more than 90% of the company's fruit net segment during the current reporting period.

Paradise Plastics, Inc.'s a wholly owned subsidiary of Paradise, Inc. realized a 4.7% increase in net sales to unaffiliated customers, for the first six months of 2008 compared to the similar reporting period of 2007. This reverses the recent decline in net sales to customers with direct ties to the housing market. Due to the uncertainty surrounding the potential timing of a recovery in the housing market, management has focused on diversifying its plastics business. As a result of its renewed marketing strategies and through recent additions of plastic customers in the aerospace and food industries, management believes it has successfully taken steps to expand the Company's business base.

Consolidated cost of sales, as a percentage of net sales, increased 3.4% during the first six months of 2008 compared to the similar reporting period of 2007 as increases in energy and transportation cost were absorbed from suppliers related to the Company's procurement of raw fruit materials. However, with more than 60% of the Company's glaze fruit production cycle yet to be completed as of the date of this filing, it is too early to forecast what impact increasing or fluctuation energy prices will have on a full year's cost of sales.

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Selling, general & administrative expenses for the first six months of 2008 decreased \$64,926 or 3.8% compared to the previous year's reporting period. This decrease is primarily related to the reduction in

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professional and legal fees associated with the termination of the Company's defined benefit pension plan. Please refer to Note 4 for additional disclosure related to the termination of the Company's pension plan during the second quarter of 2008.

Depreciation and amortization expenses decreased \$56,560 the first six Months of 2008 compared to the similar period of 2007. This decrease is due to the following two factors; first, amortization expense related to a covenant not to compete agreement with the former owner of Mastercraft Products Corporation expired as of April 2007. The amount of the non-compete agreement totaled \$123,000 or \$3,416 per month and was amortized over a 36 month period. Secondly, fixed assets retirements for the current reporting period exceeded assets placed into service.

Interest expense for the six months ended June 30, 2008 totaled \$53,438 compared to \$68,252 for the six months ended June 30, 2007. However, due to an increase in inventory at June 30, 2008 in excess of \$2.9 million compared to the similar reporting period of 2007 the Company's short-term borrowing expense will increase during the next quarter of operations. The increased level of inventory is related to the earlier receipt of various raw fruit products received from Paradise's Inc. overseas and domestic suppliers along with the specific need to produce and store approximately an additional million pounds of fruit peels for shipment to a customer during the second half of 2008.

Summary

Paradise Inc.'s consolidated net sales increased 4.8% for the first six months of 2008 compared to the similar period of 2007 due to a 4.7% increase in plastics segment net sales to unaffiliated customers during this period. Rising energy cost resulted in a 3.4% increase in cost of sales for the first six months compared the same period of 2007. Overall, the Company's Consolidated Net (Loss) totaled (\$353,067) for the six months ended June 30, 2008 versus a Consolidated Net (Loss) of (\$374,788) for the similar reporting period of 2007. In summary, with more than 90% of annual glaze fruit net sales yet to be realized as of the date of this filing, no reasonable projection of 2008's operating performance can be measured from this information.

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ITEM 3. QUANTITATIVE AND QUALITATIVE DISCLOSURE AND MARKET RISK ? N/A

ITEM 4T. CONTROLS AND PROCEDURES

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As of June 30, 2008, our President and Chief Executive Officer and Chief Financial Officer evaluated the Company's disclosure controls and procedures, and they concluded that we maintain effective disclosure controls and procedures. There were no changes in our internal control over financial reporting during the quarter ended June 30, 2008.

Disclosure controls and procedures mean the methods designed to ensure that information that the Company is required to disclose in the reports that it files with the Securities and Exchange Commission is recorded, processed, summarized and reported within the time periods required. Our controls and procedures are designed to ensure that all information required to be disclosed is accumulated and communicated to our management to allow timely decisions regarding disclosure. Our controls and procedures are also designed to provide reasonable assurance of the reliability of our financial reporting and accurate recording of our financial transactions.

A control system, however well designed and operated, can provide only reasonable, not absolute, assurance that the control system's objectives will be met. There are inherent limitations in all control systems, and no evaluation of controls can provide absolute assurance that all control gaps or instances of fraud have been detected. These inherent limitations include the realities that the judgments in decision-making can be faulty, and that simple errors or mistakes can occur.

PART II. OTHER INFORMATION

Item 1. Legal Proceedings ? N/A

Item 1A. Risk Factors ? N/A

Item 2. Unregistered Sales of Equity Securities and Use of Proceeds ? N/A

Item 3. Defaults Upon Senior Securities ? N/A

Item 4. Submission of Matters to a Vote of Security Holders

The annual meeting of the shareholders of Paradise, Inc. was held on May 27, 2008. The purpose of this meeting was to elect five directors to hold office until the next annual meeting of shareholders and to ratify the reappointment of Pender, Newkirk and Company, LLP as the Company's independent certified public accountants for 2008.

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The results of the election of Directors are as follows:

Nominee	Votes for	Votes Withheld
-----	-----	-----

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Melvin S. Gordon	445,998	42,941
Randy S. Gordon	436,440	52,489
Tracy W. Schulis	436,440	52,489
Mark H. Gordon	436,440	52,489
Eugene L. Weiner	436,440	52,489

The results of the ratification of Pender, Newkirk & Company, LLP as the Company's independent accountants for 2008 are as follows:

For ---	Against -----	Abstain -----
475,846	13,083	-0-

Item 5. Other Information ? N/A

Item 6. Exhibits and Reports on Form 8-K

(a) Exhibits.

Exhibit Number -----	Description -----
31.1	Certification of Chief Executive Officer pursuant to Section 302 of the Sarbanes-Oxley Act of 2002
31.2	Certification of Chief Financial Officer pursuant to Section 302 of the Sarbanes-Oxley Act of 2002
32.1	Certification of the Chief Executive Officer pursuant to Section 906 of the Sarbanes-Oxley Act of 2002
32.2	Certification of the Chief Financial Officer pursuant to Section 906 of the Sarbanes-Oxley Act of 2002

(b) Reports on Form 8-K.

None.

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registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

PARADISE, INC.
A Florida Corporation

/s/ Melvin S. Gordon Date: August 14, 2008

Melvin S. Gordon
Chief Executive Officer and Chairman

/s/ Jack M. Laskowitz Date: August 14, 2008

Jack M. Laskowitz
Chief Financial Officer and Treasurer

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I, Melvin S. Gordon, certify that:

1. I have reviewed this quarterly report on Form 10-Q of Paradise, Inc.

2. Based on my knowledge, this quarterly report does not contain any untrue statement of a material fact or omit to state a material fact necessary to make the statements made, in light of the circumstances under which such statements were made, not misleading with respect to the period covered by this quarterly report;

3. Based on my knowledge, the financial statements, and other financial information included in this quarterly report, fairly present in all material respects the financial condition, results of operations and cash flows of the small business issuer as of, and for, the periods presented in this quarterly report;

4. The small business issuer's other certifying officer and I are responsible for establishing and maintaining disclosure controls and procedures (as defined in Exchange Act Rules 13a-15(e) and 15d-15(e)) and internal control over financial reporting (as defined in Exchange Act Rules 13a-15(f) and 15d-15(f)) for the small business issuer and have:

- a) Designed such disclosure controls and procedures, or caused such disclosure controls and procedures to be designed under our supervision, to ensure that material information relating to the small business issuer, including its consolidated subsidiaries, is made known to us by others within those entities, particularly during the period in which this report is being prepared;
- b) Designed such internal control over financial reporting, or caused such internal control over financial reporting to be designed under our supervision, to provide reasonable assurance regarding the reliability of financial reporting and the preparation of financial statements for external purposes in accordance with generally accepted accounting principles;
- c) Evaluated the effectiveness of the small business issuer's disclosure controls and procedures and presented in this report our conclusions about the effectiveness of the disclosure controls and procedures, as of the end of the period covered by this report based on such evaluation; and
- d) Disclosed in this report any change in the small business issuer's internal control over financial reporting that occurred during the small business issuer's most recent fiscal quarter (the small business issuer's fourth fiscal quarter in the case of an annual report) that has materially affected, or is reasonably likely to materially affect, the small business issuer's internal control over financial reporting; and

5. The small business issuer's other certifying officer and I have disclosed, based on our most recent evaluation of internal control over financial reporting, to the small business issuer's auditors and the audit committee of the small business issuer's board of directors

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(or persons performing the equivalent functions):

- a) All significant deficiencies and material weaknesses in the design or operation of internal control over financial reporting which are reasonably likely to adversely affect the small business issuer's ability to record, process, summarize and report financial information; and
- b) Any fraud, whether or not material, that involves management or other employees who have a significant role in the small business issuer's internal control over financial reporting.

Date: August 14, 2008

/s/ Melvin S. Gordon

Melvin S. Gordon

Chief Executive Officer and Chairman

Exhibit 31.2

Sarbanes-Oxley Section 302

Certification of Chief Financial Officer

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I, Jack M. Laskowitz, certify that:

1. I have reviewed this quarterly report on Form 10-Q of Paradise, Inc.

2. Based on my knowledge, this quarterly report does not contain any untrue statement of a material fact or omit to state a material fact necessary to make the statements made, in light of the circumstances under which such statements were made, not misleading with respect to the period covered by this quarterly report;

3. Based on my knowledge, the financial statements, and other financial information included in this quarterly report, fairly present in all material respects the financial condition, results of operations and cash flows of the small business issuer as of, and for, the periods presented in this quarterly report;

4. The small business issuer's other certifying officer and I are responsible for establishing and maintaining disclosure controls and procedures (as defined in Exchange Act Rules 13a-15(e) and 15d-15(e)) and internal control over financial reporting (as defined in Exchange Act Rules 13a-15(f) and 15d-15(f)) for the small business issuer and have:

- a) Designed such disclosure controls and procedures, or caused such disclosure controls and procedures to be designed under our supervision, to ensure that material information relating to the small business issuer, including its consolidated subsidiaries, is made known to us by others within those entities, particularly during the period in which this report is being prepared;
- b) Designed such internal control over financial reporting, or caused such internal control over financial reporting to be designed under our supervision, to provide reasonable assurance regarding the reliability of financial reporting and the preparation of financial statements for external purposes in accordance with generally accepted accounting principles;
- c) Evaluated the effectiveness of the small business issuer's disclosure controls and procedures and presented in this report our conclusions about the effectiveness of the disclosure controls and procedures, as of the end of the period covered by this report based on such evaluation; and
- d) Disclosed in this report any change in the small business issuer's internal control over financial reporting that occurred during the small business issuer's most recent fiscal quarter (the small business issuer's fourth fiscal quarter in the case of an annual report) that has materially affected, or is reasonably likely to materially affect, the small business issuer's internal control over financial reporting; and

5. The small business issuer's other certifying officer and I have disclosed, based on our most recent evaluation of internal control over financial reporting, to the small business issuer's auditors and the audit committee of the small business issuer's board of directors

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(or persons performing the equivalent functions):

- a) All significant deficiencies and material weaknesses in the design or operation of internal control over financial reporting which are reasonably likely to adversely affect the small business issuer's ability to record, process, summarize and report financial information; and
- b) Any fraud, whether or not material, that involves management or other employees who have a significant role in the small business issuer's internal control over financial reporting.

Date: August 14, 2008

/s/ Jack M. Laskowitz

Jack M. Laskowitz

Chief Financial Officer and Treasurer

Exhibit 32.1

Certification of CEO and CFO Pursuant to
18 U.S.C. Section 1350 as Adopted Pursuant to

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Section 906 of the Sarbanes-Oxley Act of 2002

In connection with the Quarterly Report of Paradise, Inc. on Form 10-Q for the period ending June 30, 2008 as filed with the Securities and Exchange Commission on the date hereof (the "Report"), I, Melvin S. Gordon, as Chief Executive Officer of Paradise, Inc., certify pursuant to 18 U.S.C. Section 1350, as adopted pursuant to Section 906 of the Sarbanes-Oxley Act of 2002, that, to the best of my knowledge:

1. The Report fully complies with the requirements of Section 13(a) or 15(d) of the Securities and Exchange Act of 1934; and
2. The information contained in the Report fairly presents, in all material respects, the financial condition and result of operations of Paradise, Inc.

/s/ Melvin S. Gordon

Date: August 14, 2008

Melvin S. Gordon
Chief Executive Officer and Chairman

Exhibit 32.2

Certification of CEO and CFO Pursuant to

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18 U.S.C. Section 1350 as Adopted Pursuant to
Section 906 of the Sarbanes-Oxley Act of 2002

In connection with the Quarterly Report of Paradise, Inc. on Form 10-Q for the period ending June 30, 2008 as filed with the Securities and Exchange Commission on the date hereof (the "Report"), I, Jack M. Laskowitz, as Chief Financial Officer of Paradise, Inc., certify pursuant to 18 U.S.C. Section 1350, as adopted pursuant to Section 906 of the Sarbanes-Oxley Act of 2002, that, to the best of my knowledge:

1. The Report fully complies with the requirements of Section 13(a) or 15(d) of the Securities and Exchange Act of 1934; and
2. The information contained in the Report fairly presents, in all material respects, the financial condition and result of operations of Paradise, Inc.

/s/ Jack M. Laskowitz

Date: August 14, 2008

Jack M. Laskowitz
Chief Financial Officer and Treasurer