

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

FORM 10-QSB

☒ QUARTERLY REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES
EXCHANGE ACT OF 1934

For the quarterly period ended January 31, 2008

☐ TRANSITION REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES
EXCHANGE ACT OF 1934

For the transition period from _____ to _____

Fresh Harvest Products, Inc.

(Name of small business issuer in its charter)

New Jersey

(State or other jurisdiction of incorporation or
organization)

000-51390

(Commission File
Number)

33-1130446

(I.R.S. Employer Identification Number)

280 Madison Avenue, Suite 1005, New York, NY

(Address of principal executive offices)

10016

(Zip Code)

Issuer's telephone number: **(212) 889-5904**

Check whether the issuer (1) has filed all documents and reports required to be filed by Sections 13 or 15(d) of the Securities 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 filings for the past 90 days. **YES**
☒ NO ☐

Indicate by check mark whether the registrant is a shell company (as defined by Rule 12b-2 of the Exchange Act.) ☐ Yes ☒ No

APPLICABLE ONLY TO CORPORATE ISSUERS:

State the number of shares outstanding of each of the issuer's classes of common equity, as of the latest practicable date: **March 10, 2008 – 39,372,125**

Transitional Small Business Disclosure Format (Check one): Yes ☐ No ☒

FRESH HARVEST PRODUCTS, INC.
FORM 10-QSB

INDEX

Part I-- FINANCIAL INFORMATION

Item 1. Financial Statements as of January 31, 2008

Balance Sheet	3
Statement of Operations	4
Statement of Stockholders' Equity	5
Statement of Cash Flows	6
Notes to Financial Statements	7-11

Item 2. Management's Discussion and Analysis of Financial Condition and Plan of Operation	12
--	----

Item 3. Control and Procedures	17
--------------------------------	----

Part II-- OTHER INFORMATION

Item 1. Legal Proceedings	18
---------------------------	----

Item 2. Unregistered Sales of Equity Securities and Use of Proceeds	19
---	----

Item 3. Defaults upon Senior Securities	20
---	----

Item 4. Submission of Matters to a Vote of Security Holders	20
---	----

Item 5. Other Information	20
---------------------------	----

Item 6. Exhibits	20
------------------	----

Signature	21
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Exhibits	attached
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PART I

Item 1. FINANCIAL INFORMATION - FINANCIAL STATEMENTS AS OF 01/31/2008

FRESH HARVEST PRODUCTS, INC.

Balance Sheet

(a development stage company)

	January 31, 2008 (unaudited)	October 31, 2007 (Audited)
ASSETS		
Current Assets		
Cash in Bank	\$ 873	\$ 8,383
Accounts Receivable, net	36,928	25,869
Inventory	231,934	307,902
Total Current Assets	<u>269,735</u>	<u>342,154</u>
Fixed Assets, net	42,808	35,592
TOTAL ASSETS	<u><u>\$ 312,543</u></u>	<u><u>\$ 377,746</u></u>
LIABILITIES & STOCKHOLDERS' DEFICIT		
Current Liabilities		
Accounts Payable	\$ 61,294	\$ 52,255
Accrued Expenses Payable	315,028	235,603
Payroll and Related Taxes Payable	137,355	118,001
Loans Payable, current portion	567,500	567,500
Loans Payable to Related Parties	742,232	705,028
Total Current Liabilities	<u>1,823,409</u>	<u>1,678,387</u>
Long-Term Liabilities		
Loans Payable	<u>243,000</u>	<u>243,000</u>
Total Liabilities	<u>2,066,409</u>	<u>1,921,387</u>
Stockholders' Deficit		
Common Stock, Authorized 200,000,000 Shares, Issued and Outstanding: 20,408,238 Shares, Par Value \$0.0001	2,040	1,785
Paid in Capital	1,040,342	785,214
Accumulated Deficit	<u>(2,796,248)</u>	<u>(2,330,640)</u>
Total Stockholders' Deficit	<u>(1,753,866)</u>	<u>(1,543,641)</u>
TOTAL LIABILITIES & STOCKHOLDERS' DEFICIT	<u><u>\$ 312,543</u></u>	<u><u>\$ 377,746</u></u>

The accompanying notes are an integral part of these statements

FRESH HARVEST PRODUCTS, INC.Statements of Operations
(a development stage company)
(unaudited)

	Quarter Ended January 31, 2008	Quarter Ended January 31, 2007	Since Inception [Nov 26, 2003] Through January 31, 2008
Revenue	\$ 68,190	\$ 46,506	\$ 541,762
Returns	-	(21,504)	(21,504)
Total Revenue	68,190	25,002	520,258
Cost of Goods Sold	59,361	34,352	439,418
Gross Profit	8,829	(9,350)	80,840
Operating Expenses			
Depreciation & Amortization	2,870	1,522	11,742
Merger Costs	-	-	400,000
General & Administrative	471,567	207,251	2,465,346
Total Expenses	474,437	208,773	2,877,088
Loss before Taxes	(465,608)	(218,123)	(2,796,248)
Provision for Income Taxes	-	-	-
Net Loss	<u>\$ (465,608)</u>	<u>\$ (218,123)</u>	<u>\$ (2,796,248)</u>
Basic and Diluted Loss per Share	\$ (0.02)	\$ (0.01)	\$ (0.14)
Weighted Average Number of Shares	19,658,744	17,854,406	20,408,238

The accompanying notes are an integral part of these statements

FRESH HARVEST PRODUCTS, INC.

Statement of Stockholders' Deficit
(a development stage company)
For the period from October 31, 2005 to January 31, 2008
(unaudited)

	<u>Common Shares</u>	<u>Stock Amount</u>	<u>Paid in Capital</u>	<u>Accumulated Deficit</u>	<u>Total</u>
Balance at October 31, 2006	16,166,840	\$ 1,617	\$ 505,594	\$(1,273,875)	\$ (766,664)
Balance at October 31, 2007	17,854,406	1,785	785,214	(2,330,640)	(1,543,641)
Shares Issued November 2008	2,553,832	255	255,128		255,383
Net Loss for the Quarter ended January 31, 2008				(465,608)	(465,608)
Balance, January 31, 2008	<u>20,408,238</u>	<u>\$ 2,040</u>	<u>\$1,040,342</u>	<u>\$(2,796,248)</u>	<u>\$(1,753,866)</u>

The accompanying notes are an integral part of these statements

FRESH HARVEST PRODUCTS, INC.

Statement of Cash Flows (a development stage company) (unaudited)

	Quarter Ended January 31, 2008	Quarter Ended January 31, 2007	Since Inception [Nov 26, 2003] Through January 31, 2008
Cash flows provided by (used for) operating activities:			
Net loss	\$ (465,608)	\$ (218,123)	\$ (2,796,248)
Adjustments to reconcile net loss to net cash provided by (used for) operating activities:			
Depreciation & Amortization	2,870	1,522	11,742
Stock issued for services	55,383	84,764	789,610
Stock issued for product rights	-	-	50,000
Merger costs	-	-	400,000
Changes in assets and liabilities:			
Increase in accrued expenses payable	79,425	20,796	315,028
Increase in accounts payable	9,039	3,715	61,294
Increase in payroll and related taxes payable	19,353	20,876	137,355
(Increase)/Decrease in accounts receivable	(11,059)	74,826	(36,928)
Increase in Prepaid Expenses	0	(1,295)	0
(Increase) in inventory	75,968	(77,139)	(231,934)
Increase in inventory financing payable	0	61,216	0
Net cash provided by (used for) operating activities	<u>(34,628)</u>	<u>(28,842)</u>	<u>(1,300,080)</u>
Cash flows provided by (used for) investing activities:			
Organization Costs	0	0	0
Purchase of fixed assets	(10,086)	(2,658)	(54,550)
Cash provided by (used for) investing activities	<u>(10,086)</u>	<u>(2,658)</u>	<u>(54,550)</u>
Cash flows provided by (used for) financing activities:			
Loan Repayments	0	(10,000)	(72,000)
Proceeds from issuance of loans payable from Related Parties	37,204	0	804,232
Proceeds from issuance of loans payable	0	126,000	420,500
Stock Issued for Conversion of Debt	0	0	60,000
Sale of common stock	0	0	123,969
Redemption of Capital Stock (SoySlim)	0	(50,000)	(50,000)
Capital Contributions	0	0	68,803
Cash provided by (used for) financing activities	<u>37,204</u>	<u>66,000</u>	<u>1,355,503</u>
Net Change in Cash	(7,510)	34,500	873
Beginning Cash	8,383	921	0
Ending Cash	<u>\$ 873</u>	<u>\$ 35,421</u>	<u>\$ 873</u>

The accompanying notes are an integral part of these statements

Fresh Harvest Products, Inc.

Notes to Financial Statements

NOTE 1. GENERAL ORGANIZATION AND BUSINESS

Serino 1, Corp., (the “Company” or “Serino”), a non- operating public company, was incorporated on April 21, 2005 in the State of New Jersey.

On December 16, 2005, Serino entered into an agreement and plan of merger (the “Agreement”) with Fresh Harvest Products, Inc. (“FHP”), which was incorporated on November 26, 2003 in the State of New York, and Certain Shareholders of FHP. FHP is a small company which markets and distributes a line of organic food products. Pursuant to the Agreement, Serino acquired 100% of the outstanding capital stock of FHP. In connection with the merger, Serino changed its name to Fresh Harvest Products, Inc. Under the terms of the Agreement, the stockholders of FHP exchanged all of their issued and outstanding shares of common stock for 383,628 shares of Serino common stock (the “Exchange”). Concurrent with the Exchange the principal and founding shareholder of Serino retired all of its founding shares in exchange for 165,532 new shares of FHP. The 383,628 shares of common stock issued to the FHP stockholders represents approximately 70.00% of the ownership interests in Serino. FHP had no outstanding options or warrants immediately prior to the merger. The Exchange, which resulted in the stockholders of FHP having control of Serino, represents a recapitalization of Serino, or a “reverse merger” rather than a business combination. In connection therewith, Serino’s historic capital accounts were retroactively adjusted to reflect the equivalent number of shares issued by Serino in the Exchange while FHP’s historical accumulated deficit was carried forward and the statement of operations reflects the activities of FHP from the commencement of its operations on November 26, 2003.

In connection with the Agreement, FHP executed a note payable to Serino’s shareholder over a two (2) year period in the amount of \$400,000 for the acquisition. The note bears interest at 3%, accrued quarterly, and provides for standard anti-dilution provisions. The agreement also provides for the reduction of this shareholders interest from 30% to 20% upon repayment of the note, as well as an increase in ownership to majority control if it is not repaid within two (2) years.

FHP’s primary efforts have been devoted to developing its line of organic food products and raising capital. The Company has limited capital resources and has experienced net losses and negative cash flows from operations since inception and expects these conditions to continue for the foreseeable future. As of January 31, 2008, the Company had approximately \$873 in cash. Management believes that cash on hand as of January 31, 2008 is not sufficient to fund operations through January 31, 2009. The Company will be required to raise additional funds to meet its short and long-term planned goals. There can be no assurance that such funds, if available at all, can be obtained on terms reasonable to the Company.

The financial statements have been prepared assuming that the Company will continue as a going concern, which contemplates the realization of assets and the liquidation of liabilities in the normal course of business. However the Company has limited revenue and without realization of additional capital, it would be unlikely for the Company to continue as a going concern.

The Company believes that to continue in existence it has to increase its revenues, and has received loans to purchase inventory. The Company will also be seeking additional capital in the form of loans (both short and long term) and equity to provide capital for expansion, new product development, inventory, and advertising and marketing.

NOTE 2. SUMMARY OF SIGNIFICANT ACCOUNTING PRACTICES

Critical Accounting Policies

Our financial statements are prepared in accordance with accounting principles generally accepted in the United States. Our significant accounting policies are described in Note 2 to the consolidated financial statements. The policies below have been identified as the critical accounting policies we use which require us to make estimates and assumptions that affect the reported amounts of assets and liabilities at the date of the financial statements

and amounts of income and expenses during the reporting periods presented. We believe in the quality and reasonableness of our critical accounting policies; however, it is possible that materially different amounts would be reported under different conditions or using assumptions different from those that we have consistently applied. Our critical accounting policies are as follows, including our methodology for estimates made and assumptions used:

Revenue Recognition and Sales Incentives

Sales are recognized when the earnings process is complete, which occurs when products are shipped in accordance with terms of agreements, title and risk of loss transfer to customers, collection is probable and pricing is fixed or determinable. Sales are reported net of sales incentives, which include trade discounts and promotions and certain coupon costs. Shipping and handling costs billed to customers are included in reported sales. Allowances for cash discounts are recorded in the period in which the related sale is recognized.

Valuation of Accounts and Chargebacks Receivable

We perform ongoing credit evaluations on existing and new customers daily. When it is determined that an amount included in accounts receivable is uncollectable it is written off as uncollectable. Credit losses have been within our expectations. We believe we do not have credit exposure at this time. There can be no assurance that we would have the same experience with our receivables during different economic conditions, or with changes in business conditions, such as consolidation within the food industry and/or a change in the way we market and sell our products.

Inventory

Our inventory is valued at the lower of actual cost or market, utilizing the first-in, first-out method. We provide write-downs for finished goods expected to become non-saleable due to age and specifically identify and provide for slow moving products and packaging.

Property and Equipment

Our property and equipment is carried at cost and depreciated or amortized on a straight-line basis over their estimated useful life. We believe the asset lives assigned to our property and equipment are within the ranges/guidelines generally used in food manufacturing and distribution businesses. Our property and their related assets, are periodically reviewed to determine if any impairment exists. At this time, we believe no impairment exists on the carrying value of such assets. Ordinary repairs and maintenance are expensed as incurred.

Accounting Basis

The basis is United States generally accepted accounting principles. Effective December 16, 2005, the Company declared a 1 for 30 reverse split of its common shares. Such split has been retroactively affected in all periods presented.

Earnings per Share

The basic earnings (loss) per share is defined as the amount of earnings for the period available to each share of common stock outstanding during the reporting period. The diluted earnings per shares is the amount of earnings for the period available to each share of common stock outstanding during the reporting period and to each share that would have been outstanding assuming the issuance of common shares for all dilutive potential common shares outstanding during the reporting period. The weighted average number of common shares outstanding is the number of shares determined by (a) the portion of time within a reporting period that common shares have been outstanding to (b) the total time in that period. In computing diluted EPS, equivalent common shares are considered for all dilutive potential common shares.

The Company has not issued any options or warrants or similar securities since inception. Potentially dilutive common shares of approximately 775,000 related to convertible loans were not included in the calculation for any periods presented as they are anti-dilutive.

Dividends

The Company has not yet adopted any policy regarding payment of dividends. No dividends have been paid during the period shown.

Income Taxes

The provision for income taxes is the total of the current taxes payable and the net of the change in the deferred income taxes. Provision is made for the deferred income taxes where differences exist between the period in which transactions affect current taxable income and the period in which they enter into the determination of net income in the financial statements.

Advertising

Advertising is expensed when incurred. Advertising for the quarter ended January 31, 2008 was \$4,049.99, compared to \$0.00 for the quarter ended January 31, 2006.

General and Administrative Expenses

General and administrative expenses include costs associated with further developing and refining the Company's line of products, such as designs, packaging, sales materials and selling, as well as other administrative expenses such as telephone, legal fees, travel and the like.

Depreciation of Equipment

Equipment is being depreciated on a straight-line basis over the useful life of the equipment.

Use of Estimates

The preparation of financial statements in conformity with accounting principles generally accepted in the United States of America requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenue and expenses during the reporting period. Actual results could differ from those estimates.

NOTE 3. ADVANCES FROM RELATED PARTIES

This amount represents net advances made by related parties to the Company. Such amounts are non-interest bearing and have no terms.

NOTE 4. LOANS PAYABLE

Loans payable consist of the following:

	January 31, 2008
Convertible loans bearing interest at a rate of 10% and due at various dates between November 2006 and April 2007. The notes are convertible into common shares at any time between the date of issue of the notes and their due dates at a conversion rate of \$0.50 per share for a total of 200,000 shares. The Company is currently negotiating extensions of these loans.	\$90,000
Note payable incurred in connection with reverse merger, due December 16, 2007 – see Note 1	400,000
Convertible notes bearing interest at a rate of 4% and due September 2007. The note is convertible into common shares at any time at the option of the lender or the Company at a 35% discount of the market price of the Company's common shares. The Company has negotiated extensions for loans due in September 2007.	35,000
Convertible loan bearing interest at a rate of 12% and due September 2008. The loan is convertible into common shares at any time at a conversion rate of \$2.00 per share for a total of 50,000 shares.	100,000
Convertible loan bearing interest at a rate of 10% and due November 30, 2008. The loan is convertible into common shares at any time at a conversion rate of \$.085 per share, for a total of 58,823 shares.	50,000
Convertible loan bearing interest at a rate of 10% and due December 23, 2008. The loan is convertible into common shares at any time at a conversion rate of \$.095 per share, for a total of 18,948 shares.	18,000
Non-convertible short term loan bearing interest at a rate of 5% and due in July 2007. The Company is currently negotiating an extension of this loan.	7,500
Convertible note bearing interest at a rate of 10% and due February 2009. The note is convertible into common shares at any time at the option of the lender or the Company at a \$0.50 per share or a 35% discount of the market price of the Company's common shares.	15,000
Convertible note bearing interest at a rate of 12% and due February 2009. The note is convertible into common shares at any time at the option of the lender or the Company at a \$0.50 per share or a 35% discount of the market price of the Company's common shares.	30,000
Convertible notes bearing interest at a rate of 10% and due April 2009. The note is convertible into common shares at any time at the option of the lender or the Company at \$0.45 per share or a 35% discount of the market price of the Company's common shares.	35,000
Convertible notes bearing interest at a rate of 10% and due April 2009. The note is convertible into common shares at any time at the option of the lender or the Company at \$0.50 per share or a 35% discount of the market price of the Company's common shares.	15,000
Convertible notes bearing interest at a rate of 10% and due June 2009. The note is convertible into common shares at any time at the option of the lender or the Company at \$0.50 per share or a 25% discount of the market price of the Company's common shares.	15,000
Total:	\$810,500
Less: current portion	(567,500)
Long Term	\$243,000

NOTE 5. STOCKHOLDERS' EQUITY

Common Stock –all Common Stock has a par value of \$0.0001.

In November 2007 the Company issued 2,553,832 shares of its par value common stock for investors in the Company. These shares were issued under Section 4(2) of the Securities Act of 1933. These shares were valued by the Company at \$255,128.

In July 2007 the Company issued 1,142,601 shares of its par value common stock for investors in the Company. These shares were issued under Section 4(2) of the Securities Act of 1933. These shares were valued by the Company at \$168,204.

In June 2007 the Company issued 697,330 shares of its par value common stock for investors in the Company. These shares were issued under Section 4(2) of the Securities Act of 1933. These shares were valued by the Company at \$76,636.

In January 2007 the Company issued 806,500 shares of its par value common stock for investors in the Company. These shares were issued under Section 4(2) of the Securities Act of 1933. These shares were valued by the Company at \$80,650.

In December 2006 the Company issued 8,300 shares of its par value common stock for investors in the Company. These shares were issued under Section 4(2) of the Securities Act of 1933. These shares were valued by the Company at \$830.

In December 2006 the Company retired 1,000,000 shares from SoySlim, Inc. The deal was declared null and void by both parties.

In November 2006 the Company issued 32,835 shares of its par value common stock for investors in the Company. These shares were issued under Section 4(2) of the Securities Act of 1933. These shares were valued by the Company at \$3,283.50.

NOTE 6. RELATED PARTY TRANSACTIONS

The Chief Executive Officer of the Company may be involved in other business activities. This person may face a conflict in selecting between the Company and their other business interests. The Company has not formulated a policy for the resolution of such conflicts.

NOTE 7. PROVISION FOR INCOME TAXES

The Company provides for income taxes under Statement of Financial Accounting Standards NO. 109, Accounting for Income Taxes. SFAS No. 109 requires the use of an asset and liability approach in accounting for income taxes. Deferred tax assets and liabilities are recorded based on the differences between the financial statement and tax bases of assets and liabilities and the tax rates in effect when these differences are expected to reverse.

SFAS No. 109 requires the reduction of deferred tax assets by a valuation allowance if, based on the weight of available evidence, it is more likely than not that some or all of the deferred tax assets will not be realized. All of the expenditures thus far have been to organize the Company and will not be expensed for tax purposes until the Company has operations.

NOTE 8. REVENUE AND EXPENSES

The Company currently has limited operations and revenue.

Accounts Receivable

Accounts Receivable is \$36,928 and represents current amounts collectable.

NOTE 9. OPERATING LEASES AND OTHER COMMITMENTS:

The Company has no lease obligations.

NOTE 10. THE EFFECT OF RECENTLY ISSUED ACCOUNTING STANDARDS

Below is a listing of the most recent accounting standards and their effect on the Company.

SFAS 148 *Accounting for Stock-Based Compensation-Transition and Disclosure*

Amends FASB 123 to provide alternative methods of transition for an entity that voluntarily changes to the fair value based method of accounting for stock-based employee compensation.

SFAS 149 *Amendment of Statement 133 on Derivative Instruments and Hedging Activities*

This Statement amends and clarifies financial accounting and reporting for derivative instruments, including certain derivative instruments embedded in other contracts (collectively referred to as derivatives) and for hedging activities under FASB Statement NO. 133, Accounting for Derivative Instruments and Hedging Activities.

SFAS 150 *Financial Instruments with Characteristics of both Liabilities and Equity*

This Statement requires that such instruments be classified as liabilities in the balance sheet. SFAS 150 is effective for financial instruments entered into or modified after May 31, 2003.

Interpretation No. 46 (FIN 46)

Effective January 31, 2003, The Financial Accounting Standards Board requires certain variable interest entities to be consolidated by the primary beneficiary of the entity if the equity investors in the entity do not have the characteristics of a continuing financial interest or do not have sufficient equity at risk for the entity to finance its activities without additional subordinated financial support from other parties. The Company has not invested in any such entities, and does not expect to do so in the foreseeable future.

The adoption of these new Statements is not expected to have a material effect on the Company's financial position, results or operations, or cash flows.

ITEM 2. MANAGEMENT'S DISCUSSION AND ANALYSIS OF FINANCIAL CONDITIONS AND RESULTS OF OPERATIONS

This section of the Report includes a number of forward-looking statements that reflect our current views with respect to future events and financial performance. Forward-looking statements are often identified by words like: believe, expect, estimate, anticipate, intend, project and similar expressions, or words which, by their nature, refer to future events. You should not place undue certainty on these forward-looking statements, which apply only as of the date of this Report. These forward-looking statements are subject to certain risks and uncertainties that could cause actual results to differ materially from historical results or our predictions.

Overview

We are an early stage company and have generated only nominal revenues from our organic food business operations since inception on November 26, 2003 through January 31, 2008 (\$541,762). We only began having revenues from operations during the quarter ending July 31, 2006. Our net loss from inception until January 31, 2008 is \$2,796,248 and to date, we have been dependent upon equity and debt financing. Since our inception through January 31, 2008, we have been funded through capital contributions of \$68,803 from Michael Jordan Friedman, our President and Chief Executive Officer, from the sale of common stock between November 2005 through January 31, 2008 for gross proceeds of \$123,969 to 11 investors, from convertible loans totaling \$388,000 from 15 individuals, and one private loan of \$7,500. \$95,000 of those convertible loans was issued during the quarter ended April 30, 2007. In addition, Arthur Friedman, the father of the Company's President and CEO, has made advances to Fresh Harvest of \$784,332 since inception through the quarter ending January 31, 2008. Illuminate, Inc., a principal shareholder, has made advances of \$13,000 to Fresh Harvest. Such advances do not have written terms and are not convertible nor is the previously mentioned \$7,500 private loan.

We were formed in New Jersey as a blank check company on April 21, 2005, under the name Serino 1, Corp. with no operations, assets or purpose other than the purpose of seeking a privately held operating company as an acquisition or merger candidate. On December 16, 2005, we acquired Fresh Harvest Products, Inc., a New York corporation, a development stage company in the organic food business, and absorbed its operations into our business. As a result of the acquisition, we are no longer a blank check company, and the controlling shareholders of the acquired company became the controlling shareholders of our company. The acquisition was considered a reverse acquisition for accounting and financial reporting purposes. The unaudited consolidated financial statements that are a part of this quarterly report include the accounts of our company since the acquisition (December 16, 2005) and the historical accounts of Fresh Harvest Products, Inc. the New York corporation since the date of its inception, November 26, 2003. All significant intercompany balances and transfers have been eliminated in consolidation.

After the acquisition, our business plan has been to market and distribute (both domestic and imported) a line of organic food products. We intend our focus to be on the finding quality organic and artisan food products throughout the world. We plan that our Fresh Harvest branded organic food products will be produced by artisan farms, co-ops and families who have historically grown organic products. We initially plan to offer products that include: olive oils from Italy and Spain; coffee from South America, USA and Africa and Fresh Harvest Health Bars that have no sugar added, are cholesterol free, trans fat free, low in sodium and gluten free. Our goal is to bring healthy, great tasting organic food products at affordable prices to the mass markets. All packaging has been previously designed and approved. We also plan to market and distribute a line of Fresh Harvest Health Bars once

that product can be produced. We are now selling the product line to select supermarkets chains in the eastern part of the United States. We have one trade name (Wings of Nature™).

As a development stage company, our primary efforts have been devoted to developing our line of organic food products and raising capital. Accordingly, we have limited capital resources and have experienced net losses and negative cash flows from operations since inception and expect these conditions to continue for the foreseeable future. As of January 31, 2008, the Company had current assets of \$269,735 that includes cash (\$873), net accounts receivable (\$36,928) and inventory (\$231,934). Management believes that the liquid cash and other liquid assets on hand as of January 31, 2008 are not sufficient to fund operations for the next 12 months. Accordingly, we will be required to raise additional funds to meet our short and long-term planned goals. There can be no assurance that such funds, if available at all, can be obtained on terms reasonable to us. In this regard, we have obtained and will continue to attempt to obtain (short and long term) loans for inventory purchases, new product development, expansion, advertising and marketing as well as seeking to enter into factoring arrangements using our receivables to finance our operations. In addition, we will attempt to raise funds through the sale of equity. We cannot assure you that we will be successful in obtaining the aforementioned financings (either debt or equity) on terms acceptable to us, or otherwise.

Our unaudited financial statements contained in this quarterly report have been prepared on a going concern basis, which assumes that we will be able to realize our assets and discharge our obligations in the normal course of business. Our financial statements indicate that we incurred net losses for the period from inception of November 26, 2003 to January 31, 2008 of \$2,796,248.

In the audited financial statements contained in our Annual Report on Form 10KSB for the year ended October 31, 2007, our auditors had provided an explanatory note that indicated that we are an early stage company and our ability to continue as a going concern is dependent on raising additional capital to fund future operations and ultimately to attain profitable operations. We believe that nothing has happened in our business operation since then that would change our auditor's opinion about this.

During the next 12 months, we have no material commitments for capital including but not limited to the purchase or sale of a plant or significant equipment. In addition, we do not expect to incur research and development costs within the next 12 months or have any significant changes in the number of our employees.

Plan of Operation for the Next Twelve Months

Our plan of operation for the twelve months following the date of this quarterly report is to continue to develop and expand our business operations to have sustainable cash flow. We will be delayed in initiating our business plan if and until we have at least an additional approximate \$1,000,000 of capital. If we are not successful in raising this capital, we will have to reassess our plan or our chances of being profitable. The plan of operation over the next 12 months may include, but not exclusively, activities such as:

- Capitalization, including obtaining financing through equity and/or debt financing.
Currently, we do not have sufficient financial resources to implement or complete our business plan. We anticipate that we will need a minimum of an additional approximate \$1,000,000 to satisfy our cash requirements over the next 12 months. We cannot be assured that revenue from operations, if any, will be sufficient to fund our activities during the next 12 months. Accordingly, we will have to seek alternates sources of capital—including private placements, a future public offering, and/or loans from officers and/or third party lenders. We are not experienced in selling equity. We can offer no assurance that we will be able to raise additional funds if needed, on acceptable terms to us or otherwise. If we are

unsuccessful in our attempts to raise sufficient capital, we may have to cease operations or postpone our plans to initiate or complete our business plan. In that case, you may lose your entire investment in our company.

- Establishing and/or solidifying relationships with manufacturers, packagers and suppliers, including growers of organic foods such as artisan farms, co-ops and farming families in America and throughout the world. Estimated cost: \$200,000 (which includes the production of sample products).
- Establishing a distribution network for our products including supermarkets, independent grocers, food brokers and snack distributors. Estimated cost: \$55,000.
- Conducting a search for new manufacturers and packaging companies.
- Commence and establish marketing, advertising and promotion programs to increase brand equity and awareness. Estimated cost: \$400,000.
- Salaries, including for present employees and possible new hiring of additional management personnel and appropriate operating and sales staff. Estimated cost: \$250,000.
- Partial repayment of convertible loans. Estimated cost: \$75,000.

These are only estimates and no assurance can be given regarding either statement as to timing or actual eventuality. If we can raise more than the minimum amounts indicated above, we anticipate spending increased amounts on establishing and expanding our distribution network, marketing, advertising and promotions.

We commenced operations and first had revenues from operations during our third quarter ended July 31, 2006. It is our plan that our business operations will generate sufficient revenues to sustain our operations and cash flow by July 1, 2009. We have been purchasing a minimum number of products (coffee, health and coffee and salsa), and anticipates sales that will provide revenues for operations. The revenue generated from these sales will be used to make additional product purchases and minimally fund our operations.

We estimate that our cash and other current assets as of January 31, 2008, of approximately \$269,735 will only be sufficient to meet our short term needs for approximately four months. If we are unable to raise the required financing, we will be delayed in commencing our business plan.

Currently, because we are considered a new business with limited credit history with vendors, suppliers, manufacturers, packagers and food producers, we must pay for our purchases “up front” and are not granted credit terms. This will continue until we have established a satisfactory credit history. We cannot estimate, with any certainty, how long this may take, or if it will occur at all. Our inability to obtain credit from such providers has a significant impact upon our liquidity and our ability to utilize funds for other purposes. Similarly, if and when we hire salesmen and /or additional personnel, including management and sales personnel, the cost related to such hirings will have a significant impact on our liquidity and deployment of funds.

Results of Operations for Three Months Ending January 31, 2008 and January 31, 2007.

Financial Information from Comparative Quarters

We first began to have revenues during the quarter ending July 31, 2006. Prior to that we did not have revenues and only had losses. Accordingly, a comparison of the results of accounting periods prior to the quarter ending January 31, 2008 may not be meaningful in making investment evaluations regarding our company. We are presently in the early stages of our business. In that regard, we can provide no assurance that we will ever be profitable in our operations.

For the three months ended January 31, 2008, we recorded revenues of \$68,190 versus revenues of \$46,506 in the same period of 2007. The increase in revenues is attributed to the increase in distribution through our distributors and an increase in our marketing expenses.

Gross profit, defined as revenues less cost of goods sold, was \$8,829 for the three months ended January 31, 2008, compared to (\$9,350) for the three months ended January 31, 2007. The difference is attributed to the fact there was a return by a distributor in the 2007 period.

Cost of goods sold was \$59,361 for the three months ended January 31, 2008 compared to \$34,352 for the three months ended January 31, 2007. The difference can be attributed to the increase in products sold in the 2008 period and thus an increase in the cost of goods sold.

We incurred operating expenses in the amount of \$474,437 for the three months ended January 31, 2008, and \$208,773 for the three months ended January 31, 2007.

Our net loss increased from \$218,123 for three months ended January 31, 2007 to \$465,608 for the three months ended January 31, 2008. The increase was primarily as a result of an increase in marketing, sales and salary expenses.

Financial Condition and Liquidity

At January 31, 2008, we had current assets of \$269,735 including cash in the amount of \$873, inventory of \$231,934 and accounts receivable of \$36,928. We had net fixed assets of \$42,808.

Off Balance Sheet Arrangements

We do not have any off balance sheet arrangements that are reasonably likely to have a current or future effect on our financial condition, revenues, results of operations, liquidity or capital expenditures.

Significant Accounting Policies

Our financial statements are prepared in accordance with accounting principles generally accepted in the United States. The accounting principles we use require us to make estimates and assumptions that affect the reported amounts of assets and liabilities at the date of the financial statements and amounts of income and expenses during the reporting periods presented. We believe in the quality and reasonableness of our critical accounting policies; however, it is likely that materially different amounts would be reported under different conditions or using assumptions different from those that we have consistently applied. The accounting policies that have been identified as critical to our business operations and understanding the results of our operations pertain to revenue recognition and sales incentives, valuation of accounts and chargebacks receivable, inventories and plant and equipment.

Seasonality

While our snack food product lines are stronger in the warmer months, our coffee product line primarily markets hot coffee products and, as a result, its quarterly results of operations reflect seasonal trends resulting from increased demand for its hot coffee products in the cooler months of the year. In years where there are warm winter seasons, our sales of cooler weather products, which typically increase in our second and third fiscal quarters, may be negatively impacted.

Quarterly fluctuations in our sales volume and operating results are due to a number of factors relating to our business, including the timing of trade promotions, advertising and consumer promotions and other factors, such as seasonality, inclement weather and unanticipated increases in labor, commodity, energy, insurance or other operating costs. The impact on sales volume and operating results due to the timing and extent of these factors can significantly impact our business. For these reasons, you should not rely on our quarterly operating results as indications of future performance.

Inflation

We do not believe that inflation had a significant impact on our results of operations for the periods presented.

Note Regarding Forward Looking Information

Certain statements contained in this Quarterly Report constitute “forward-looking statements” within the meaning of Section 27A of the Securities Act of 1934 and Sections 21E of the Securities Exchange Act of 1934. Such forward-looking statements involve known and unknown risks, uncertainties and other factors that may cause the actual results, levels of activity, performance or achievements of the Company, or industry results, to be materially different from any future results, levels of activity, performance or achievements expressed or implied by such forward-looking statements.

Such factors include, among others, the following: general economic and business conditions; our ability to implement our business and acquisition strategy; the ability to effectively integrate our acquisitions; competition; availability of key personnel; changes in, or the failure to comply with government regulations; and other risks detailed from time-to-time in the Company’s reports filed with the Securities and Exchange Commission, including the report on Form 10-K, and any amendments thereto, for the fiscal year ended October 31, 2007. As a result of the foregoing and other factors, no assurance can be given as to future results, levels of activity and achievements and neither the Company nor any person assumes responsibility for the accuracy and completeness of these statements.

Item 3. Quantitative and Qualitative Disclosures about Market Risk

We are a smaller reporting company as defined by Rule 12b-2 of the Exchange Act and are not required to provide the information required under this item.

Item 4. Controls and Procedures

Disclosure Controls

As of the end of the period covered by this report, we carried out an evaluation, under the supervision and with the participation of our management, including the chief executive officer and chief financial officer (who is the same person), of the effectiveness of our disclosure controls and procedures as defined in Exchange Act Rule 13a-15(e). In designing and evaluating the disclosure controls and procedures, management recognized that any controls and procedures, no matter how well designed and operated, can provide only reasonable assurance of achieving the desired control objectives, and management is required to apply its judgment in evaluating the cost-benefit relationship of possible controls and procedures.

Based on that evaluation, our chief executive officer/chief financial officer concluded that our disclosure controls and procedures were effective as of the end of the year to provide reasonable assurance that information we are required to disclose in reports that we file or submit under the

Securities Exchange Act of 1934, as amended, is accurately recorded, processed, summarized and reported within the time periods specified in Securities and Exchange Commission rules and forms, and that such information is accumulated and communicated to our management, including our chief executive officer/chief financial officer, as appropriate, to allow timely decisions regarding required disclosure.

Internal Controls

In connection with the effectiveness of our Registration Statement on Form 10-SB, we first became subject to the reporting obligations of Section 13 of the Exchange Act in July 2005, and we became an active company (changing our status as a “blank check” company) in December 2005. Accordingly, since that time we have been adopting and implementing various measures in order to improve control processes and corporate governance. As a non-reporting company, we were not required to adopt the types of internal control procedures that a reporting, active public company must adopt and maintain. Accordingly, since becoming an active company, we have taken steps to enhance existing policies, or implement new ones, so as to have an effective system of internal controls over financial reporting. These measures, which either have materially affected, or are reasonably likely to materially affect, our internal controls over financial reporting, include the development of policies and procedures and the educating of employees on existing policies and procedures in an effort to continuously improve our overall control environment. Except for the improvements described above, there have been no other changes in the internal control over financial reporting during the quarter covered by this report that have materially affected, or are reasonably likely to materially affect, internal controls over financial reporting.

We do not expect that disclosure controls or internal controls over financial reporting will prevent all errors or all instances of fraud. A control system, no matter how well designed and operated, can provide only reasonable, not absolute, assurance that the control system’s objectives will be met. Further, the design of a control system must reflect the fact that there are resource constraints, and the benefits of controls must be considered relative to their costs. Because of the inherent limitations in all control systems, no evaluation of controls can provide absolute assurance that all control issues and instances of fraud, if any, within its company have been detected. These inherent limitations include the realities that judgments in decision-making can be faulty, and that breakdowns can occur because of simple error or mistake. Controls can also be circumvented by the individual acts of some persons, by collusion of two or more people, or by management override of the controls. The design of any system of controls is based in part upon certain assumptions about the likelihood of future events, and any design may not succeed in achieving its stated goals under all potential future conditions. Over time, controls may become inadequate because of changes in conditions or deterioration in the degree of compliance with policies or procedures. Because of the inherent limitation of a cost-effective control system, misstatements due to error or fraud may occur and not be detected.

PART II - OTHER INFORMATION

Item 1. Legal Proceedings.

On June 7, 2007, a complaint was filed in the Superior Court of New Jersey by Illuminati, Inc., a lender to, and principal shareholder of the Company. The Company was named as a defendant along with two of its officers and directors, Michael J. Friedman and Dominic M. Cingari. Messrs. Friedman

and Cingari were named both individually and in their capacities as officers and directors. The principal of Illuminati, Inc. is the father of a director of the Company.

Illuminati, Inc. was the principal shareholder of the Company prior to the December 2005 Agreement and Plan of Acquisition and Merger by and Among Serino 1, Corp. and Fresh Harvest Products, Inc., certain shareholders of Fresh Harvest Products, Inc. and Illuminate, Inc. (the "Merger Agreement"). In connection with the merger, the Company issued a \$400,000 interest bearing promissory note to Illuminati, Inc. in exchange for common shares of the Company pursuant to a formula based in part on the repayment schedule of the promissory note.

The complaint alleges claims for breach of the Merger Agreement and rescission of the Merger Agreement; declaratory relief and promissory estoppel to recover the shares alleged to have been improperly issued to Messrs. Friedman and Cingari; breach of fiduciary duty and tortious interference with the Merger Agreement by Messrs. Friedman and Cingari. The complaint seeks not less than \$1 million in damages. Management has denied the allegations supporting the claims in the complaint and will contest the lawsuit, finding the general damages claim to be without merit. The Company acknowledges it owes shares to Illuminate, Inc. and has made a good faith effort to reach a mutual agreement as to the number of shares due to Illuminati, Inc. Management intends to move to dismiss the lawsuit after a period of discovery.

Subsequently, the Company filed an answer and asserted a counterclaim for fraudulent inducement against Illuminati, Inc. based upon numerous fraudulent misrepresentations made by Illuminati, Inc. The Company has asked the New Jersey Superior Court to award Fresh Harvest damages in the amount of \$2,000,000.

An Order to Show Cause with Temporary Restraints was issued upon the Registrant by the Plaintiff on February 20, 2008, by the Superior Court of New Jersey in connection with the matter described in Item 1 (Legal Proceedings), above. See Exhibit 99.1 attached hereto. In connection therewith, a hearing was held on March 10, 2008. As a result of the hearing, the Court issued the following orders:

- (A) Take no action to alter, destroy, delete, move, transfer, sell or otherwise take any adverse action with respect to the books or records, or to the property or assets of FHP, wherever located, but to protect, preserve and safeguard same;
- (B) Take no action to increase the number of the Registrant's shares authorized or issued, to issue any further shares, except as to creditor initiated conversions of debt to shares for debt issued by the Registrant prior to 2/11/2008
- (C) Incur no further debt of obligation on behalf of the Registrant except in the ordinary course of business and in an amount not to exceed \$75,000 in the aggregate;
- (D) Immediately instruct the Registrant's transfer agent to release to Richard Verdiramo information requested by the plaintiff, including without limitation, a list of shareholders and mailing labels containing their addresses;
- (E) Immediately authorize and facilitate the plaintiff's efforts to obtain the contact information on Registrant's beneficial owners from whatever source(s) necessary;
- (F) With Respect to certificates numbered 35, 108, and 113 representing the 4,013,810 shares of Registrant that were issued to the plaintiff before February 13, 2008, defendants will provide before 3/10/2008 all documents concerning the issuance and cancellation thereof;
- (G) Allow the plaintiff and/or its counsel, through Richard Verdiramo, immediate and regular access to the Registrant's financial and corporate books and records for purposes of inspection and copying.

Pursuant to the March 10, 2008, Order, the representatives of the Plaintiff examined the Registrant's financial and corporate books and records. According to said representatives, those books and records were reported to be satisfactory and no irregularities were uncovered.

Another hearing was held on March 19, 2008 and a revised Order to Show Cause with Temporary Restraints was issued by the Superior Court of New Jersey .As a result of the hearing, the Court issued the following orders:

- (A) Cease and desist from altering, destroying, deleting, moving, transferring, selling or otherwise take any adverse action with respect to the property and assets of the Registrant including its financial and corporate books or records, wherever located, absent at least 48 hours written notice;
- (B) Take no action to increase the number the Registrant's shares authorized or issued, to issue any further shares of the Registrant, except as to creditor initiated conversions of debt to shares for debt issued by the Registrant prior to 2/11/2008
- (C) Incur no further debt of obligation on behalf of the Registrant, except in the ordinary course of business and in an amount not to exceed \$75,000 in the aggregate, provided however that the parties can mutually agree to exceed that limit;
- (D) Provide on or before March 21, 2008 a certified list of shareholders;
- (E) Provide on or before March 24, 2008 a list of names and addresses of non-objecting beneficial shareholders;
- (F) Allow the plaintiff through Richard Verdiramo and/or its counsel immediate and regular access to the Registrant's financial and corporate books and records for purposes of inspection and copying.

Although the parties are conducting ongoing settlement negotiations, there can be no assurance that the matter will be resolved amicably.

Item 2. Unregistered Sales of Equity Securities and Use of Proceeds

None.

Item 3. Defaults Upon Senior Securities.

None

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

No matter was submitted during the quarter ending January 31, 2008 covered by this report to a vote of the Company's shareholders, through the solicitation of proxies or otherwise.

Item 5. Other Information.

None.

Item 6. Exhibits.

31.1 Certification pursuant to Section 302 of Sarbanes Oxley Act of 2002, Friedman

32.1 Certification pursuant to Section 906 of Sarbanes Oxley Act of 2002, Friedman

99.1 Order to Show Cause with Temporary Restraints, February 20, 2008*

99.2 Order to Show Cause with Temporary Restraints, March 19, 2008*

*Previously filed.

SIGNATURES

In accordance with Section 12 of the Securities Exchange Act of 1934, the registrant caused this amendment to registration statement to be signed on its behalf by the undersigned, thereunto duly authorized.

Fresh Harvest Products, Inc.
(Registrant)

/s/ Michael Jordan Friedman

Michael Jordan Friedman, Chief Executive Officer
and Chief Financial Officer

Date: February 25, 2009

Exhibit 31.1

Certification Pursuant to Section 302 of Sarbanes Oxley Act of 2002

I, Michael Jordan Friedman, certify that:

- (1) I have reviewed this Quarterly Report on Form 10-QSB of Fresh Harvest Products, Inc. (the "Registrant");
- (2) Based on my knowledge, this 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 report;
- (3) Based on my knowledge, the financial statements, and other financial information included in this report, fairly present in all material respects the financial condition, results of operations and cash flows of the Registrant as of, and for, the periods presented in this report;
- (4) I am 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 Registrant 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 Registrant, 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 Registrant'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 Registrant's internal control over financial reporting that occurred during the Registrant's most recent fiscal quarter that has materially affected, or is reasonably likely to materially affect, the Registrant's internal control over financial reporting; and
- (5) I have disclosed, based on my most recent evaluation of internal control over financial reporting, to the Registrant's auditors and the audit committee of the Registrant's board of directors (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 Registrant'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 Registrant's internal control over financial reporting.

/s/ Michael Jordan Friedman

Michael Jordan Friedman, Chief Executive Officer
and Chief Financial Officer

Date: February 25, 2009

Exhibit 32.1

Certification Pursuant to the Sarbanes-Oxley Act
18 U.S.C. SECTION 1350
AS ADOPTED PURSUANT TO SECTION 906
OF THE SARBANES-OXLEY ACT OF 2002

I, Michael Jordan Friedman, Chief Executive Officer and Chief Financial Officer of Fresh Harvest Products, Inc. (the “Company”), do hereby certify, pursuant to 18 U.S.C. Section 1350, as adopted pursuant to Section 906 of the Sarbanes-Oxley Act of 2002, that, to my knowledge:

1. This Quarterly Report on Form 10-QSB of the Company for the period ended January 31, 2008 as filed with the Securities and Exchange Commission (the “report”), fully complies with the requirements of Section 13(a) or 15(d) of the Securities Exchange Act of 1934; and
2. The information contained in the report fairly presents, in all material respects, the financial condition and results of operations of the Company.

/s/ Michael Jordan Friedman

Michael Jordan Friedman, Chief Executive Officer
And Chief Financial Officer

Date: February 25, 2009