

# MID/WEST FRESH

FOODS, INC.

COLUMBUS, OH.



ATTN MIDWEST FRESH CUSTOMERS  
PRODUCT UPDATE  
1/24/11

AS YOU ARE WELL AWARE, THERE HAS BEEN ADVERSE WEATHER IN ALL WESTERN AND SOUTHERN PRODUCE GROWING REGIONS. THIS HAS TAKEN A TOLL ON YIELD, QUALITY AND HAS CAUSED PRICING TO FLUCTUATE. COLD AND WET WEATHER WITH SEVERAL FREEZES OVER THE NEW YEAR'S WEEKEND HAVE CAUSED VERY ACTIVE MARKETS AT THE PRESENT TIME.

LETTUCES HAVE BEEN SEVERELY AFFECTED BY THE SCLEROTINIAL FUNGUS, WHICH IS CAUSED BY PROLONGED WET AND COLD SNAPS IN THE FIELDS. THIS IS DESTROYING ENTIRE FIELDS AND SEVERELY HAMPERING YIELD IN OTHERS. THIS FUNGUS AND THE ADVERSE WEATHER AFFECTS BROCCOLI AS WELL. QUALITY ISSUES WITH HARVESTED LETTUCE INCLUDE BLISTER PEEL, AND LIGHTER THAN NORMAL WEIGHTS. BROCCOLI CROWNS ARE ESPECIALLY TIGHT IN SUPPLY. GREEN ONIONS ALSO ARE IN THIS SCENARIO AS WELL.

PEPPERS AND SQUASHES ARE ALSO SUFFERING FROM COOL TEMPS AND REDUCED ACREAGE. FIRM PRICING EXPECTED.

*SOME GOOD NEWS!!!* RED GRAPES ARE COMING DOWN AT LEAST FOR THE SHORT TERM. OTHER CITRUS, (LEMONS, ORANGES) ARE FAVORABLE AS WELL. THE EXCEPTION IS LIMES, WHICH HAS YET TO RECOVER FROM THE U.S/MEXICO INSPECTION SITUATION.

STRAWBERRIES ARE ALSO VERY TIGHT IN SUPPLY, AS WET WEATHER HAS HAMPERED PRODUCTION IN CALIFORNIA AND FLORIDA.

*WHAT DOES THIS ALL MEAN?* VERY LITTLE RELIEF IN SUPPLY AND PRICE UNTIL MID-FEBRUARY WHEN DEMAND IS EXPECTED TO DECREASE AFTER THE VALENTINE'S DAY SPIKE IN USAGE. WE EXPECT NO GREAT RELIEF UNTIL MID-FEBRUARY AT THE EARLIEST.

WE AT MID/WEST WILL CONTINUE TO SOURCE THE BEST PRODUCT AVAILABLE AND ENSURE SUPPLIES FOR OUR VALUED CUSTOMERS. WE WILL BUY FOR QUALITY AS BEST AS THE MARKET ALLOWS. DURING SITUATIONS LIKE THIS, THE GROWERS SHIP PRODUCT ON F.O.B.ACCEPTANCE ONLY. IN OTHER WORDS IF YOU ORDER THE PRODUCT, YOU MUST ACCEPT IT UPON ARRIVAL. CREDITS WILL BE HARD TO ARRANGE, SO PLEASE INSPECT YOUR PRODUCT WHEN IT IS DELIVERED. WE APPRECIATE YOUR SUPPORT UNTIL MARKETS SETTLE DOWN.

PLEASE CALL THE OFFICE WITH ANY QUESTIONS YOU MAY HAVE. WE APPRECIATE YOUR INPUT.

MID/WEST FRESH FOODS, INC