G R O U P E **O** TOMAPURE

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INFOPURE

FEBRUARY 2011

INFORMATION ON THE PRODUCE:

TOMATOES:

During the month of December, Florida suffered from cold temperatures, many times below freezing point which caused the volumes to be on a low yet prices to be on a rise for the month of January. We foresee an improvement to occur during the month of February.

Tomatoes from Puerto Rico will also be available. This leaves us to believe that the market will be on a low for the month of February. We expect the tomatoes to be of good quality from these two regions.



Summary:

IN THIS ISSUE :

Tomatoes

Peppers

Cucumbers Onions

New Web Site

- Freezing in Florida in Decembre.
- Lower prices expected for February
- Cold temperatures in Mexico have affected the cucumbers' market
- Onions from Oregon
- A new website is in construction!

PEPERS

After a particularly difficult month January has been for green pepper producers in Florida, February looks better, of course as long as the weather allows it. Furthermore, Mexico produced a good volume of peppers. This will put pressure on the Florida market. We can therefore expect lower or stable prices for February.



CUCUMBERS



Mexico has also experienced cold temperatures during the month of December and beginning of January. Markets were therefore rising because of the lack of available volume. Production appears to have increased again and better volumes are expected. Furthermore, Ontario greenhouse cucumbers should gradually start being available during the month of February. Their availability should keep the market stable.

<u>ONIONS</u>

The two largest producing regions for red onions are Oregon and Washington (2 states in West America). In regards to Oregon, the quality is excellent and the price is stable. On Washington's side, the quality of their produce is poor and to be able to sell them, they should lower the price. We will continue to supply from Oregon and offer you the best possible quality.





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ASSOCIATION QUÉBÉCOISE DE LA DISTRIBUTION DE FRUITS ET LÉGUMES QUEBIC PRODUCE MARKETING ASSOCIATION











OUR MISSION

Our company is specialized in food safety. Our mission is to offer our institutional and retail customers fresh, washed and ready-to-eat fruits and vegetables. We also suggest programs adapted to our clients' needs, including closely related products. We focus on Canadian markets and territories of the North-eastern United States. Conscious of current realities, we emphasize the use of ecological products at every level of our operations.

TO WATCH: OUR INCOMING WEBSITE IN A FEW MONTHS

Our advertising team is working to present you our new updated website. We hope that it will be finished in the coming months. We will notify you when that will be done. You will be able to view all the technologies used to offer you the safest produce.

