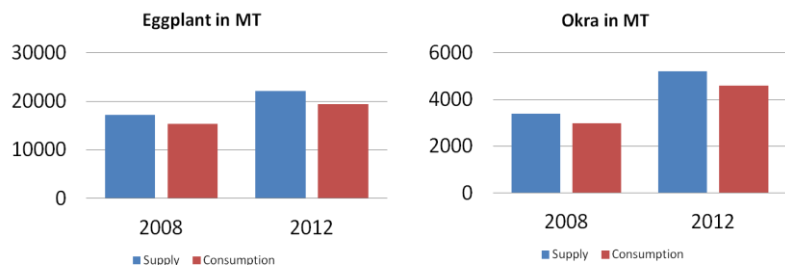


World Crops Update: 2013 Economic Analysis Highlights

Supply and Demand



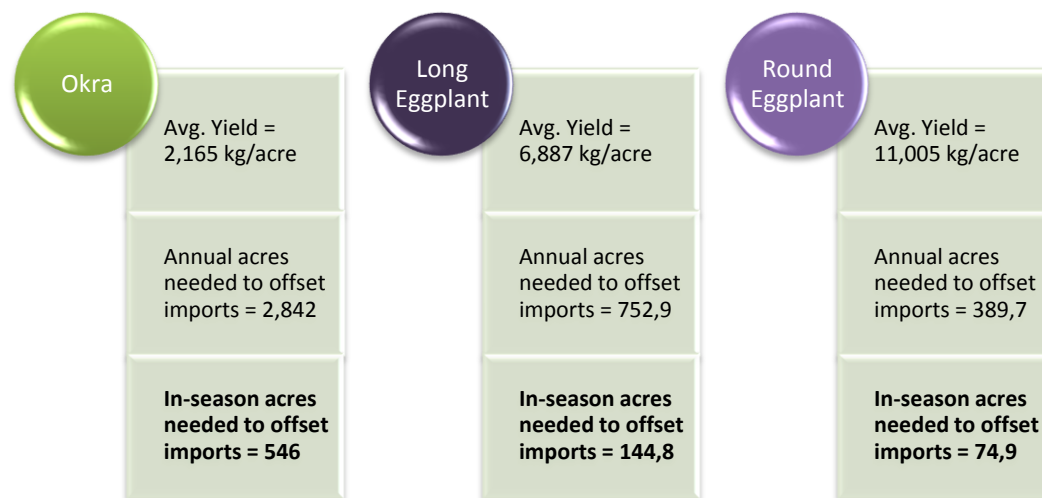
- Supply has increased by 29.08% since 2008;
 - Consumption increased by 27%
- Supply has increased by 54.14% since 2008
 - Consumption increased by 55%

Currently the total measured supply of eggplants and okra is met via imports; opportunity to offset those imports in-season through domestic/local production.

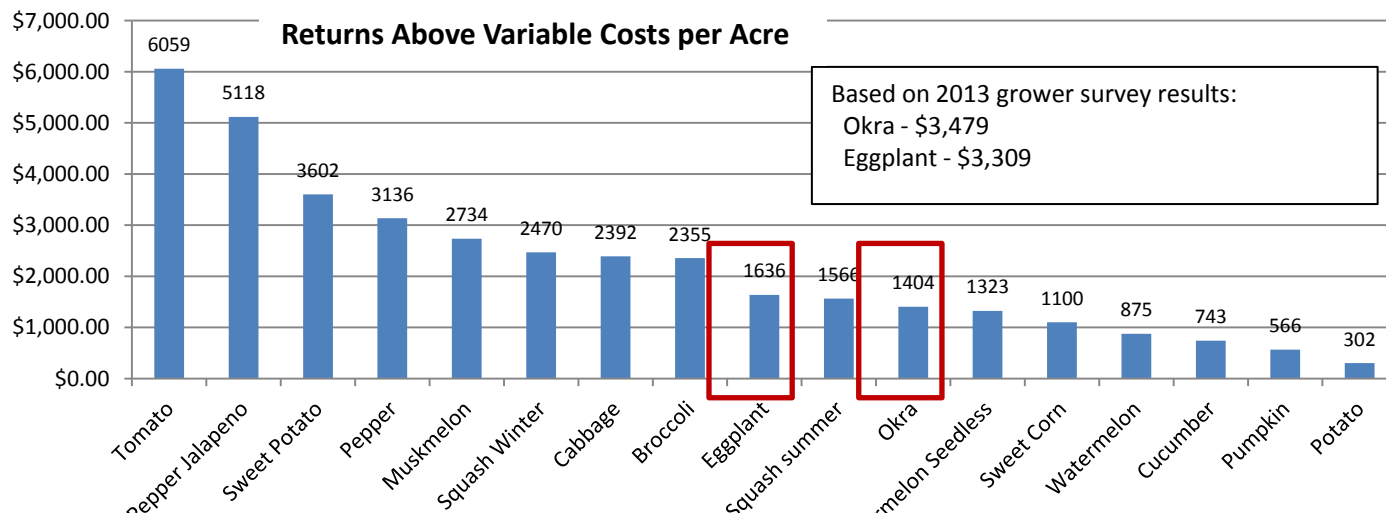
Source: Statistics Canada, 2012

Acres Required to Fill Canadian Demand

Source: Vineland Consumer and Grower Surveys, 2013



Estimated based on demand survey data (Vineland, 2013) and grower reports on yields



Source: University of Kentucky Extension Service, 2013

In-Season Pricing Information

	Ontario Food Terminal	Grower interviews
Long Eggplant	\$15/30lb box	\$12/30lb box
Okra	\$20/20lb box	\$20-60/20lb box
Round Eggplant	\$30/30lb box	\$12/30lb box

Source: Vineland Surveys, 2013

***NB: Preliminary data only.** Data collected by Vineland is based on one year of collection and analysis only, and will need to be confirmed in subsequent years to ensure validity.*