

Export Outlook for Horticultural Products

Revised FY 2008 Forecast:  \$200 Million to \$20.7 Billion
Initial FY 2009 Projection: \$22.7 Billion

Revised 2008 Forecast

Key Developments

- Fresh & processed fruits & veg exports raised on sales to Canada

Initial 2009 Forecast

Key Developments

- Fresh fruits & vegs up \$600 mil. on higher vol & price – Canada, Mexico and Japan are key
- Processed fruit & vegs up \$600 mil. on higher vol & price – potato and tomato product sales accelerate despite EU/China competition
- Record almond harvest and exports anticipated – higher vol offsets lower prices

Wild Cards

- Assume good weather & crop sizes
- Will pace of sales growth to Canada continue?

