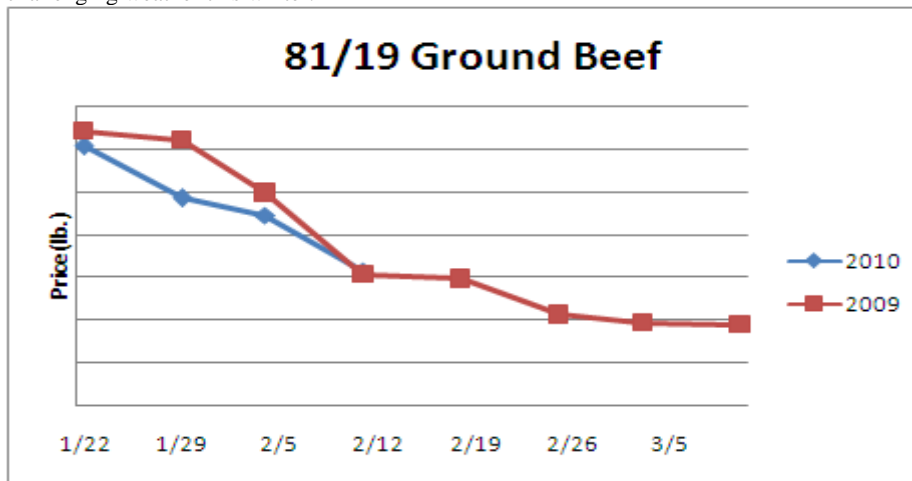


# Beef, Veal and Lamb Report

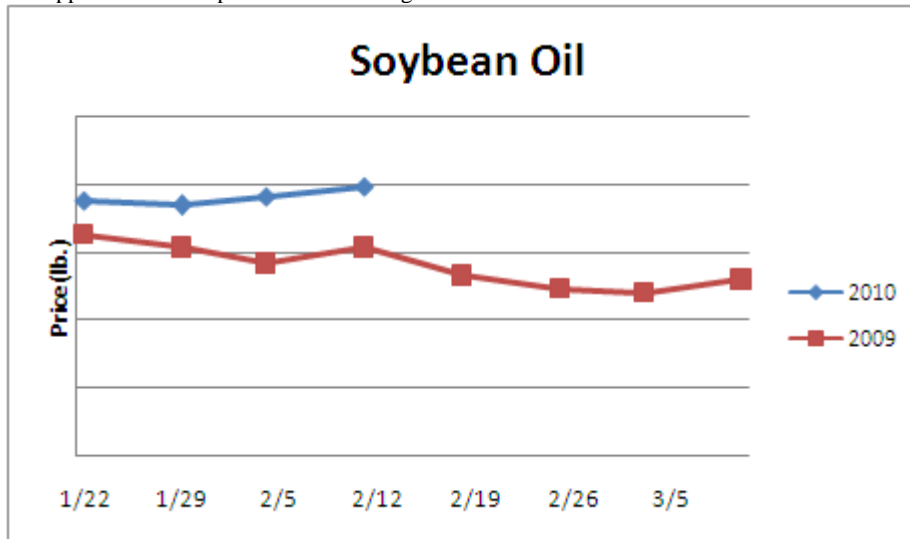
**Beef, Veal & Lamb-** Beef production last week rose 1.8% and was .8% larger than 2009. Beef packer margins have suffered as of late which is causing packers to curtail beef output this week. Thus, many beef markets may move modestly upward from here. Lean boneless beef trimming supplies have tightened and the markets are moving upward. US beef imports could remain poor in the coming months which would be supportive of lean boneless beef and perhaps alternative grinding product markets including rounds and chucks. Cattle weights are suffering due to the challenging weather this winter.



	<u>Market Trend</u>	<u>Supplies</u>	<u>Price vs. Last Year</u>
Live Cattle (Steer)	Increasing	Good	Higher
Ground Beef 81/19	Decreasing	Good	Higher
Ground Chuck	Decreasing	Good	Lower
109 Export Rib (choice)	Increasing	Good	Higher
109 Export Rib (prime)	Decreasing	Good	Higher
112a Ribeye (choice)	Increasing	Good	Higher
112a Ribeye (prime)	Decreasing	Good	Higher
115 Chuck, 2-piece (choice)	Increasing	Good	Higher
120 Brisket (choice)	Increasing	Good	Higher
121c Outside Skirt (ch/sel.)	Decreasing	Good	Higher
167a Knuckle, Trimmed (choice)	Increasing	Good	Lower
168 Inside Round (choice)	Increasing	Good	Lower
174 Short Loin (choice 0x1)	Increasing	Good	Higher
174 Short Loin (prime 2x3)	Increasing	Good	Higher
180 1x1 Strip (choice)	Decreasing	Good	Lower
180 1x1 Strip (prime)	Increasing	Good	Lower
180 0x1 Strip (choice)	Increasing	Good	Lower
184 Top Butt, boneless (choice)	Increasing	Good	Higher
184 Top Butt, boneless (prime)	Increasing	Good	Lower
185a Sirloin Flap (choice)	Decreasing	Good	Lower
185c Loin, Tri-Tip (choice)	Increasing	Good	Higher
189a Tender (select, 5 lb & up)	Increasing	Good	Higher
189a Tender (choice, 5 lb & up)	Decreasing	Good	Higher
189a Tender (prime, heavy)	Increasing	Good	Higher
193 Flank Steak (choice)	Increasing	Good	Lower
50% Trimmings	Decreasing	Good	Lower
65% Trimmings	Increasing	Good	Higher
75% Trimmings	Increasing	Good	Higher
85% Trimmings	Decreasing	Good	Higher
90% Trimmings	Increasing	Good	Higher
90% Imported Beef (frozen)	Decreasing	Good	Higher
Veal Rack (Hotel 7 rib)	Steady	Good	Lower
Veal Top Round (cap off)	Steady	Good	Lower
Lamb Rack 7 & up	Decreasing	Good	Lower
Lamb Leg (trotter off)	Decreasing	Good	Higher

# Oil and Grains Report

**Oil & Grains-** The grain markets are mixed. We will almost certainly need more corn acreage in 2010 which could be supportive of corn prices in the coming months.

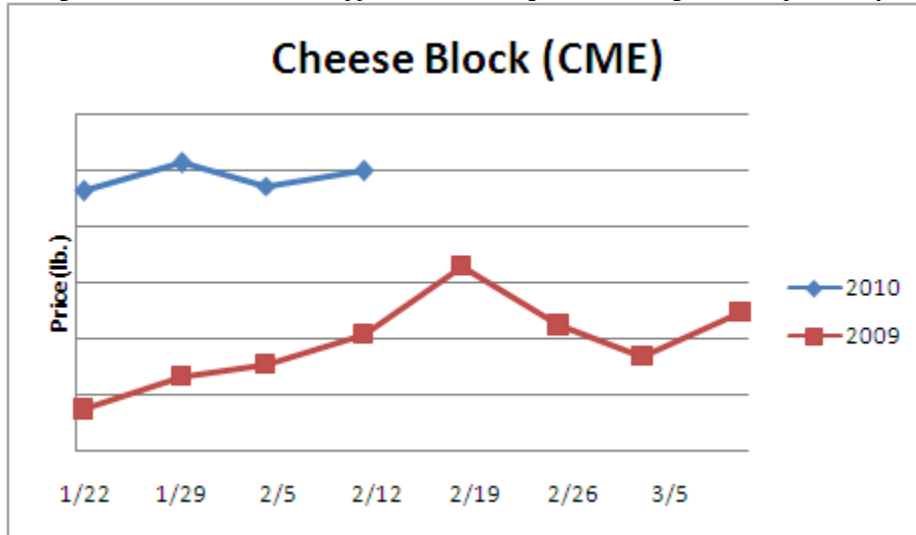


	<u>Market Trend</u>	<u>Supplies</u>	<u>Price vs. Last Year</u>
<b>Soybeans</b>	<b>Increasing</b>	<b>Good</b>	<b>Lower</b>
<b>Crude Soybean Oil</b>	<b>Increasing</b>	<b>Good</b>	<b>Higher</b>
<b>Soymeal</b>	<b>Decreasing</b>	<b>Good</b>	<b>Lower</b>
<b>Corn</b>	<b>Decreasing</b>	<b>Good</b>	<b>Lower</b>
<b>Crude Corn Oil</b>	<b>Decreasing</b>	<b>Good</b>	<b>Higher</b>
<b>Distillers Grain, Dry</b>	<b>Steady</b>	<b>Good</b>	<b>Lower</b>
<b>Crude Palm Oil</b>	<b>Increasing</b>	<b>Good</b>	<b>Higher</b>
<b>Hard Red Winter Wheat</b>	<b>Decreasing</b>	<b>Good</b>	<b>Lower</b>
<b>Dark Northern Spring Wheat</b>	<b>Decreasing</b>	<b>Good</b>	<b>Lower</b>
<b>Canola Seed</b>	<b>Increasing</b>	<b>Good</b>	<b>Higher</b>
<b>Canola Oil</b>	<b>Increasing</b>	<b>Good</b>	<b>Higher</b>

These comments and data are provided for information purposes only and are not intended to be used for specific trading strategies. Past financial results are not necessarily indicative of future performance. Any examples given are strictly hypothetical and no representation is being made that a person will or is likely to achieve profits or losses similar to those examples. Neither the information, nor any opinion expressed constitutes a solicitation to buy or sell futures or options on futures contracts or OTC products. Covered parties (as defined below) shall not be liable for any direct, indirect, incidental, special or consequential damages of any kind, whatsoever (including attorney's fees and lost profits or savings) in any way due to, resulting from, or arising in connection with the Market Trends Report, including its content, regardless of any negligence of the covered party including but not limited to technical inaccuracies and typographical errors. "Covered Parties" is defined as American Restaurant Association Inc., ARA Trading Inc., ARA Hedging Inc. and the employees of the companies. Commodity trading involves risks, and you should fully understand those risks before trading. © 2010 American Restaurant Association Inc. This publication is protected under U.S. copyright law. Please do not redistribute without permission. Thank you.

# Dairy Report

**Dairy-** The trade is anticipating CME cheese prices to move modestly lower this week. So far, however, cheese prices have firmed a little pressuring the class III milk futures markets upward. Spot CME cheese prices are still trading at a \$.30 a pound discount to the international market which suggests that exports should remain solid, bullish for cheese prices. Still, an appreciating US dollar could temper the US market discount and export demand in the coming weeks. The butter market appears to be making a bottom. Higher butter prices may be pending.

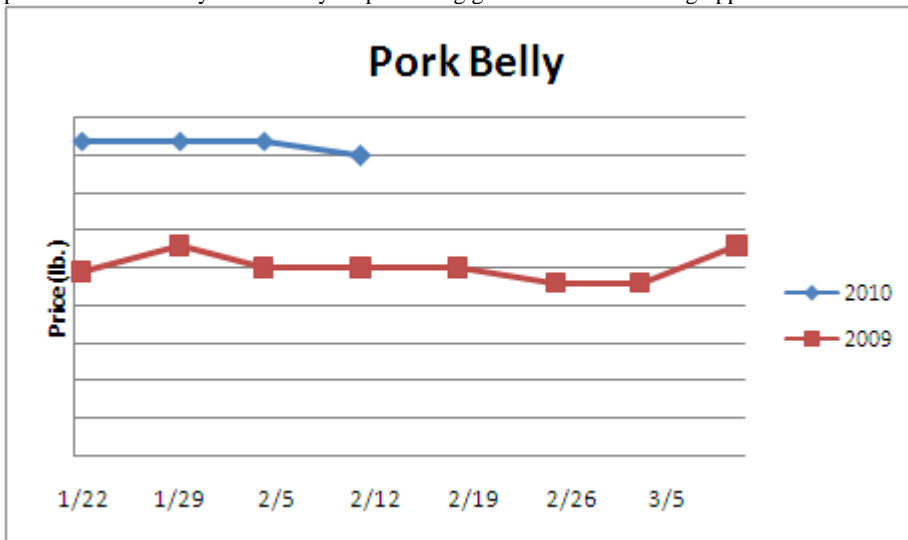


	<u>Market Trend</u>	<u>Supplies</u>	<u>Price vs. Last Year</u>
<b>Cheese Barrels- CME</b>	Decreasing	Good	Higher
<b>Cheese 40 lb Blocks- CME</b>	Increasing	Good	Higher
<b>American Cheese</b>	Decreasing	Good	Higher
<b>Cheddar Cheese</b>	Steady	Good	Higher
<b>Mozzarella Cheese</b>	Decreasing	Good	Higher
<b>Provolone Cheese</b>	Decreasing	Good	Higher
<b>Parmesan Cheese</b>	Decreasing	Good	Higher
<b>Butter- One lb Solids</b>	Increasing	Good	Higher
<b>Nonfat Dry Milk</b>	Decreasing	Good	Higher
<b>Whey, Dry</b>	Steady	Good	Higher
<b>Class I Milk Base</b>	Steady	Good	Higher
<b>Class II Cream (Heavy Cream)</b>	Decreasing	Good	Higher
<b>Class III Milk- CME</b>	Increasing	Good	Higher
<b>Class IV Milk- CME</b>	Increasing	Good	Higher

These comments and data are provided for information purposes only and are not intended to be used for specific trading strategies. Past financial results are not necessarily indicative of future performance. Any examples given are strictly hypothetical and no representation is being made that a person will or is likely to achieve profits or losses similar to those examples. Neither the information, nor any opinion expressed constitutes a solicitation to buy or sell futures or options on futures contracts or OTC products. Covered parties (as defined below) shall not be liable for any direct, indirect, incidental, special or consequential damages of any kind, whatsoever (including attorney's fees and lost profits or savings) in any way due to, resulting from, or arising in connection with the Market Trends Report, including its content, regardless of any negligence of the covered party including but not limited to technical inaccuracies and typographical errors. "Covered Parties" is defined as American Restaurant Association Inc., ARA Trading Inc., ARA Hedging Inc. and the employees of the companies. Commodity trading involves risks, and you should fully understand those risks before trading. © 2010 American Restaurant Association Inc. This publication is protected under U.S. copyright law. Please do not redistribute without permission. Thank you.

# Pork Report

**Pork-** Pork output last week rose .6% but was 3.2% less than 2009. The pork markets are mixed. The USDA pork cutout has declined roughly 13% in the last three weeks however the market is likely near a bottom. Excessive ham inventories are reported to have been cleaned up. With Easter holiday demand building higher ham prices may be forthcoming. Still, the ham market usually peaks in mid to late February and then turns downward roughly \$.10 a pound. Current belly futures may be presenting good bacon contracting opportunities.



	<u>Market Trend</u>	<u>Supplies</u>	<u>Price vs. Last Year</u>
<b>Live Hogs</b>	Increasing	Good	Higher
<b>Belly (bacon)</b>	Decreasing	Good	Higher
<b>Spare Rib (4.25 &amp; down)</b>	Increasing	Good	Higher
<b>Ham (23-27 lb)</b>	Increasing	Good	Higher
<b>Loin (bone-in)</b>	Decreasing	Good	Lower
<b>Baby Back Rib (1.75 &amp; up)</b>	Increasing	Good	Lower
<b>Tenderloin (1.25 lb)</b>	Decreasing	Good	Lower
<b>Boston Butt, untrimmed 4-8 lb.</b>	Increasing	Good	Higher
<b>Picnic, untrimmed</b>	Increasing	Good	Higher
<b>SS Picnic, smoker trim boxed</b>	Increasing	Good	Higher
<b>42% Trimmings</b>	Decreasing	Good	Higher
<b>72% Trimmings</b>	Increasing	Good	Higher

These comments and data are provided for information purposes only and are not intended to be used for specific trading strategies. Past financial results are not necessarily indicative of future performance. Any examples given are strictly hypothetical and no representation is being made that a person will or is likely to achieve profits or losses similar to those examples. Neither the information, nor any opinion expressed constitutes a solicitation to buy or sell futures or options on futures contracts or OTC products. Covered parties (as defined below) shall not be liable for any direct, indirect, incidental, special or consequential damages of any kind, whatsoever (including attorney's fees and lost profits or savings) in any way due to, resulting from, or arising in connection with the Market Trends Report, including its content, regardless of any negligence of the covered party including but not limited to technical inaccuracies and typographical errors. "Covered Parties" is defined as American Restaurant Association Inc., ARA Trading Inc., ARA Hedging Inc. and the employees of the companies. Commodity trading involves risks, and you should fully understand those risks before trading. © 2010 American Restaurant Association Inc. This publication is protected under U.S. copyright law. Please do not redistribute without permission. Thank you.

# Canned Tomato Report

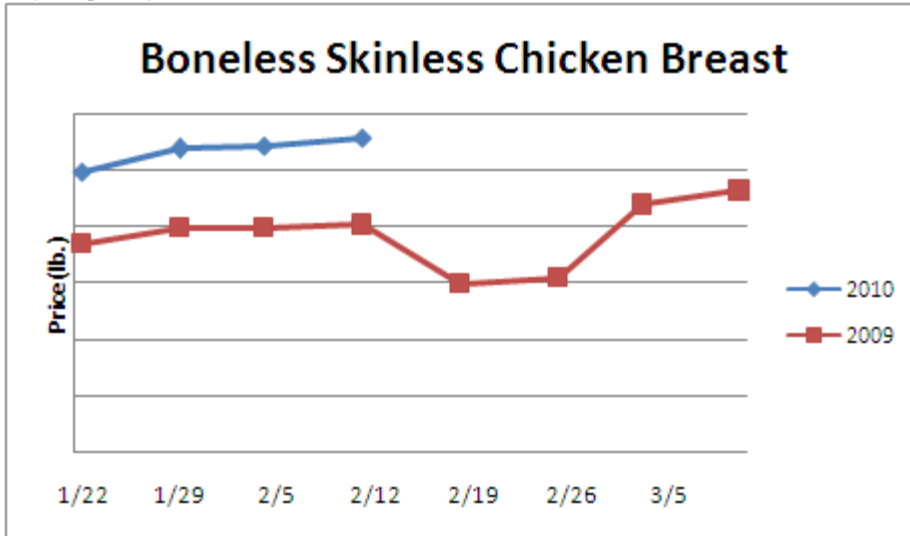
**Tomato Products, Canned-** California tomato processors plan to contract 12.6 million tons in 2010, 5.5% less than last year. The canned tomato markets are weak.

	<u>Market Trend</u>	<u>Supplies</u>	<u>Price vs. Last Year</u>
<b>Whole Peeled Standard</b>	Steady	Good	Lower
<b>Diced, Fancy</b>	Steady	Good	Lower
<b>Ketchup, 33%</b>	Steady	Good	Lower
<b>Tomato Paste- Ind.</b>	Steady	Good	Lower

These comments and data are provided for information purposes only and are not intended to be used for specific trading strategies. Past financial results are not necessarily indicative of future performance. Any examples given are strictly hypothetical and no representation is being made that a person will or is likely to achieve profits or losses similar to those examples. Neither the information, nor any opinion expressed constitutes a solicitation to buy or sell futures or options on futures contracts or OTC products. Covered parties (as defined below) shall not be liable for any direct, indirect, incidental, special or consequential damages of any kind, whatsoever (including attorney's fees and lost profits or savings) in any way due to, resulting from, or arising in connection with the Market Trends Report, including its content, regardless of any negligence of the covered party including but not limited to technical inaccuracies and typographical errors. "Covered Parties" is defined as American Restaurant Association Inc., ARA Trading Inc., ARA Hedging Inc. and the employees of the companies. Commodity trading involves risks, and you should fully understand those risks before trading. © 2010 American Restaurant Association Inc. This publication is protected under U.S. copyright law. Please do not redistribute without permission. Thank you.

# Poultry Report

**Poultry**- Chicken production in recent weeks has continued to track modestly above year ago levels. Recent broiler egg set numbers suggest that chicken output may remain above 2009 levels into the spring. The six week moving average for broiler egg sets is .2% larger than last year. Still, chicken wing and leg quarter prices may weaken in the coming weeks which would be detrimental to chicken producer margins. We wouldn't be surprised to see chicken producers curb output later this year if the Russian embargo on US chicken continues. The chicken breast markets are fairly steady. History suggests that higher chicken breast prices may be impending. Still, if chicken output builds it may temper any breast market increases.

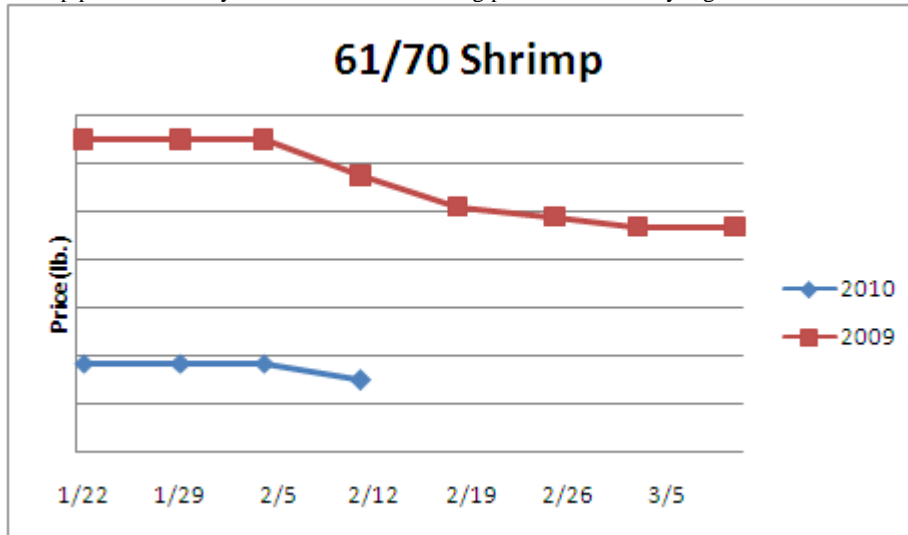


	<u>Market Trend</u>	<u>Supplies</u>	<u>Price vs. Last Year</u>
<b>Whole Chicken (2.5-3 lb-GA)</b>	Steady	Good	Lower
<b>Whole Chicken (LA)</b>	Steady	Good	Lower
<b>Chicken Wings, Whole</b>	Decreasing	Good	Higher
<b>Chicken Wings, Jumbo Cut</b>	Decreasing	Good	Higher
<b>Chicken Breast, Bone-In</b>	Increasing	Good	Higher
<b>Chicken Breast, Bnless Sknless</b>	Increasing	Good	Higher
<b>Chicken Tender (random)</b>	Steady	Good	Lower
<b>Chicken Tender (sized)</b>	Decreasing	Good	Lower
<b>Chicken Legs (whole)</b>	Decreasing	Good	Lower
<b>Chicken Leg Quarters</b>	Steady	Good	Higher
<b>Chicken Thighs, bone in</b>	Decreasing	Good	Lower
<b>Chicken Thighs, boneless</b>	Decreasing	Good	Lower
<b>Large Eggs</b>	Steady	Good	Higher
<b>Medium Eggs</b>	Decreasing	Good	Higher
<b>Whole Eggs- Liq</b>	Increasing	Good	Higher
<b>Egg Whites- Liq</b>	Decreasing	Good	Higher
<b>Egg Yolks- Liq</b>	Steady	Good	Lower
<b>Whole Turkey (8-16 lb)</b>	Decreasing	Good	Higher
<b>Turkey Breast- Bnls/Sknls</b>	Increasing	Good	Higher

These comments and data are provided for information purposes only and are not intended to be used for specific trading strategies. Past financial results are not necessarily indicative of future performance. Any examples given are strictly hypothetical and no representation is being made that a person will or is likely to achieve profits or losses similar to those examples. Neither the information, nor any opinion expressed constitutes a solicitation to buy or sell futures or options on futures contracts or OTC products. Covered parties (as defined below) shall not be liable for any direct, indirect, incidental, special or consequential damages of any kind, whatsoever (including attorney's fees and lost profits or savings) in any way due to, resulting from, or arising in connection with the Market Trends Report, including it's content, regardless of any negligence of the covered party including but not limited to technical inaccuracies and typographical errors. "Covered Parties" is defined as American Restaurant Association Inc., ARA Trading Inc., ARA Hedging Inc. and the employees of the companies. Commodity trading involves risks, and you should fully understand those risks before trading. © 2010 American Restaurant Association Inc. This publication is protected under U.S. copyright law. Please do not redistribute without permission. Thank you.

# Seafood Report

**Seafood-** December US shrimp import data was delayed this week due to the snow storms in the east. Expectations are for US shrimp imports to trend modestly below year ago levels in the coming months due to depressed US prices and a relatively deflated US dollar. Eventually, this could be bullish for the shrimp markets. In the interim, appealing shrimp prices are likely to endure. Snow crab leg prices are modestly higher.



	<u>Market Trend</u>	<u>Supplies</u>	<u>Price vs. Last Year</u>
<b>Salmon, Whole (10-12 lb)</b>	Steady	Good	Higher
<b>Catfish, Filets</b>	Steady	Good	Higher
<b>Trout, Drn. (8-14 oz)</b>	Steady	Good	Higher
<b>Shrimp (16-20 count)</b>	Increasing	Good	Lower
<b>Shrimp (61-70 count)</b>	Decreasing	Good	Lower
<b>Shrimp, Tiger (26-30 count)</b>	Decreasing	Good	Lower
<b>Snow Crab Legs (5-8 oz)</b>	Increasing	Good	Lower
<b>Snow Crab Legs (8 oz up)</b>	Increasing	Good	N/A
<b>Cod Tails, 3-7 oz. Frz.</b>	Steady	Good	Lower
<b>Cod Loins, 3-12 oz. Frz.</b>	Steady	Good	Lower
<b>Salmon Portions, 4-8 oz. Frz.</b>	Steady	Good	Higher

These comments and data are provided for information purposes only and are not intended to be used for specific trading strategies. Past financial results are not necessarily indicative of future performance. Any examples given are strictly hypothetical and no representation is being made that a person will or is likely to achieve profits or losses similar to those examples. Neither the information, nor any opinion expressed constitutes a solicitation to buy or sell futures or options on futures contracts or OTC products. Covered parties (as defined below) shall not be liable for any direct, indirect, incidental, special or consequential damages of any kind, whatsoever (including attorney's fees and lost profits or savings) in any way due to, resulting from, or arising in connection with the Market Trends Report, including its content, regardless of any negligence of the covered party including but not limited to technical inaccuracies and typographical errors. "Covered Parties" is defined as American Restaurant Association Inc., ARA Trading Inc., ARA Hedging Inc. and the employees of the companies. Commodity trading involves risks, and you should fully understand those risks before trading. © 2010 American Restaurant Association Inc. This publication is protected under U.S. copyright law. Please do not redistribute without permission. Thank you.

# Bean, Rice, Coffee and Sugar Report

	<u>Market Trend</u>	<u>Supplies</u>	<u>Price vs. Last Year</u>
<b>Pinto Beans</b>	Increasing	Good	Lower
<b>Black Beans</b>	Increasing	Good	Higher
<b>Rice, Long Grain</b>	Decreasing	Good	Lower
<b>Coffee Beans</b>	Decreasing	Good	Higher
<b>Sugar</b>	Increasing	Good	Higher
<b>Honey</b>	Steady	Good	Lower

# Paper Product Report

	<u>Market Trend</u>	<u>Supplies</u>	<u>Price vs. Last Year</u>
Wood Pulp (paper)			
<b>NBSK- Paper napkin</b>	Increasing	Good	Higher
<b>42 lb. Linerboard-corrugated box</b>	Decreasing	Good	Lower
Plastic Resins (plastic, foam)			
<b>PS-CHH-utensils, cups, to-go cont.</b>	Steady	Good	Higher
<b>PP-HIGP-heavy grade utensils</b>	Steady	Good	Higher
<b>PE-LLD-can liners, film, bags</b>	Steady	Good	Higher

# Retail Price Change from Prior Month

	<u>Dec-09</u>	<u>Nov-09</u>	<u>Oct-09</u>
<b>Beef and Veal</b>	Decreasing	Increasing	Decreasing
<b>Dairy</b>	Increasing	Decreasing	Increasing
<b>Pork</b>	Decreasing	Decreasing	Decreasing
<b>Chicken</b>	Decreasing	Increasing	Decreasing
<b>Fresh Fish and Seafood</b>	Decreasing	Increasing	Decreasing
<b>Fresh Fruits and Vegetables</b>	Increasing	Increasing	Increasing

These comments and data are provided for information purposes only and are not intended to be used for specific trading strategies. Past financial results are not necessarily indicative of future performance. Any examples given are strictly hypothetical and no representation is being made that a person will or is likely to achieve profits or losses similar to those examples. Neither the information, nor any opinion expressed constitutes a solicitation to buy or sell futures or options on futures contracts or OTC products. Covered parties (as defined below) shall not be liable for any direct, indirect, incidental, special or consequential damages of any kind, whatsoever (including attorney's fees and lost profits or savings) in any way due to, resulting from, or arising in connection with the Market Trends Report, including its content, regardless of any negligence of the covered party including but not limited to technical inaccuracies and typographical errors. "Covered Parties" is defined as American Restaurant Association Inc., ARA Trading Inc., ARA Hedging Inc. and the employees of the companies. Commodity trading involves risks, and you should fully understand those risks before trading. © 2010 American Restaurant Association Inc. This publication is protected under U.S. copyright law. Please do not redistribute without permission. Thank you.

# Processed Fruits and Vegetables Report

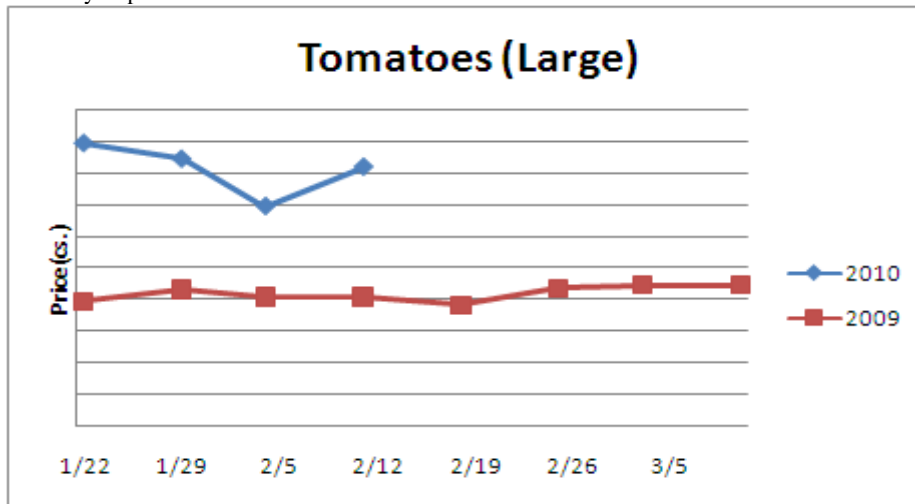
**Processed Fruits and Vegetables-** The markets remain relatively steady. Larger acreage and reduced costs could lead to lower canned vegetable prices later this year.

<u>Canned 6/10</u>	<u>Market Trend</u>	<u>Supplies</u>	<u>Price vs. Last Year</u>
<b>Apples, Sliced 6 ½ lb.</b>	<b>Steady</b>	<b>Good</b>	<b>Higher</b>
<b>Corn, Fancy Whole Kernel</b>	<b>Steady</b>	<b>Good</b>	<b>Lower</b>
<b>Green Beans, Fancy 4 sv</b>	<b>Steady</b>	<b>Good</b>	<b>Lower</b>
<b>Green Peas, Fancy 4 sv/blend</b>	<b>Steady</b>	<b>Good</b>	<b>Lower</b>
<u>Frozen</u>			
<b>Corn, Cob 96 count</b>	<b>Steady</b>	<b>Good</b>	<b>Same</b>
<b>Corn, Kernel 12/2.5 lb.</b>	<b>Steady</b>	<b>Good</b>	<b>Same</b>
<b>Green Beans, Cut 12/2 lb.</b>	<b>Steady</b>	<b>Good</b>	<b>Same</b>
<b>Green Peas, 12/2.5 lb.</b>	<b>Steady</b>	<b>Good</b>	<b>Same</b>
<b>Potatoes, FF Fancy, 6/5 lb.</b>	<b>Steady</b>	<b>Good</b>	<b>Same</b>

These comments and data are provided for information purposes only and are not intended to be used for specific trading strategies. Past financial results are not necessarily indicative of future performance. Any examples given are strictly hypothetical and no representation is being made that a person will or is likely to achieve profits or losses similar to those examples. Neither the information, nor any opinion expressed constitutes a solicitation to buy or sell futures or options on futures contracts or OTC products. Covered parties (as defined below) shall not be liable for any direct, indirect, incidental, special or consequential damages of any kind, whatsoever (including attorney's fees and lost profits or savings) in any way due to, resulting from, or arising in connection with the Market Trends Report, including its content, regardless of any negligence of the covered party including but not limited to technical inaccuracies and typographical errors. "Covered Parties" is defined as American Restaurant Association Inc., ARA Trading Inc., ARA Hedging Inc. and the employees of the companies. Commodity trading involves risks, and you should fully understand those risks before trading. © 2010 American Restaurant Association Inc. This publication is protected under U.S. copyright law. Please do not redistribute without permission. Thank you.

# Produce Report

**Produce-** Tomato supplies from Florida continue to decline due to the freeze earlier this winter. Florida tomato shipments last week were 65% smaller than the same week a year ago. Fortunately, Mexican tomato shipments have been fairly adequate which has kept overall tomato prices in check. That being said, we're not confident that Mexican supplies can carry tomato demand until the Florida harvest is expected to improve late next month. Higher tomato prices may be forthcoming. Potato prices are trading at some of their lowest levels in years. Engaging potato prices are likely to persist.



	<u>Market Trend</u>	<u>Supplies</u>	<u>Price vs. Last Year</u>
<b>Limes (150 count)</b>	Increasing	Good	Higher
<b>Lemons (95 count)</b>	Steady	Good	Higher
<b>Lemons (200 count)</b>	Steady	Good	Higher
<b>Honeydew (6 ct.)</b>	Increasing	Good	Lower
<b>Cantaloupe (15 count)</b>	Increasing	Good	Higher
<b>Blueberries (12 count)</b>	Decreasing	Good	Higher
<b>Strawberries (12 pints)</b>	Decreasing	Good	Higher
<b>Avocados, Hass (48 count)</b>	Steady	Good	Lower
<b>Bananas (40 lb)-Term.</b>	Increasing	Good	Lower
<b>Pineapple (7 ct.)- Term.</b>	Decreasing	Good	Lower
<b>Idaho Potato (60 count)</b>	Decreasing	Good	Lower
<b>Idaho Potato (70 count)</b>	Decreasing	Good	Lower
<b>Idaho Potato (70 count)-Term.</b>	Decreasing	Good	Lower
<b>Idaho Potato (90 count)</b>	Decreasing	Good	Lower
<b>Idaho Potato #2 (6 oz. min.)</b>	Decreasing	Good	Lower
<b>Processing Potato (100 lb)</b>	Steady	Good	Lower
<b>Yellow Onions (50 lb)</b>	Decreasing	Good	Higher
<b>Yellow Onions (50 lb)-Term.</b>	Decreasing	Good	Higher
<b>Red Onions (25 lb)-Term.</b>	Decreasing	Good	Higher
<b>White Onions (50 lb)-Term.</b>	Increasing	Good	Higher
<b>Tomatoes, (large- case)</b>	Increasing	Good	Higher
<b>Tomatoes, (5x6, 25 lb.)-Term.</b>	Increasing	Good	Higher
<b>Tomatoes, Vine Ripe, (4x5)</b>	Decreasing	Good	Higher
<b>Roma Tomatoes (large- case)</b>	Increasing	Good	Higher
<b>Roma Tomatoes (xlarge- case)</b>	Increasing	Good	Higher
<b>Green Peppers (large- case)</b>	Increasing	Good	Higher
<b>Red Peppers (large- 15 lb. cs.)</b>	Increasing	Good	Higher
<b>Iceberg Lettuce (24 count)</b>	Increasing	Good	Lower
<b>Iceberg Lettuce (24 cnt)-Term.</b>	Decreasing	Good	Higher

These comments and data are provided for information purposes only and are not intended to be used for specific trading strategies. Past financial results are not necessarily indicative of future performance. Any examples given are strictly hypothetical and no representation is being made that a person will or is likely to achieve profits or losses similar to those examples. Neither the information, nor any opinion expressed constitutes a solicitation to buy or sell futures or options on futures contracts or OTC products. Covered parties (as defined below) shall not be liable for any direct, indirect, incidental, special or consequential damages of any kind, whatsoever (including attorney's fees and lost profits or savings) in any way due to, resulting from, or arising in connection with the Market Trends Report, including its content, regardless of any negligence of the covered party including but not limited to technical inaccuracies and typographical errors. "Covered Parties" is defined as American Restaurant Association Inc., ARA Trading Inc., ARA Hedging Inc. and the employees of the companies. Commodity trading involves risks, and you should fully understand those risks before trading. © 2010 American Restaurant Association Inc. This publication is protected under U.S. copyright law. Please do not redistribute without permission. Thank you.

# Produce Report (continued)

<b>Leaf Lettuce (24 count)</b>	<b>Increasing</b>	<b>Good</b>	<b>Lower</b>
<b>Romaine Lettuce (24 count)</b>	<b>Decreasing</b>	<b>Good</b>	<b>Lower</b>
<b>Mesculin Mix (3 lb)-Term.</b>	<b>Increasing</b>	<b>Good</b>	<b>Lower</b>
<b>Broccoli (14 cnt.)</b>	<b>Increasing</b>	<b>Good</b>	<b>Lower</b>
<b>Squash (case)</b>	<b>Steady</b>	<b>Good</b>	<b>Higher</b>
<b>Zucchini (case)</b>	<b>Increasing</b>	<b>Good</b>	<b>Higher</b>
<b>Green Beans (bushel)</b>	<b>Decreasing</b>	<b>Good</b>	<b>Higher</b>
<b>Spinach, Flat 24's</b>	<b>Decreasing</b>	<b>Good</b>	<b>Lower</b>
<b>Mushrooms (large), Term.</b>	<b>Increasing</b>	<b>Good</b>	<b>Lower</b>
<b>Cucumbers, Bushel</b>	<b>Increasing</b>	<b>Good</b>	<b>Lower</b>
<b>Pickles (200-300 ct.)-Term.</b>	<b>Decreasing</b>	<b>Good</b>	<b>Lower</b>
<b>Asparagus (small)</b>	<b>Increasing</b>	<b>Good</b>	<b>Higher</b>
<b>Freight (CA to City Avg.)</b>	<b>Increasing</b>	<b>Good</b>	<b>Higher</b>

These comments and data are provided for information purposes only and are not intended to be used for specific trading strategies. Past financial results are not necessarily indicative of future performance. Any examples given are strictly hypothetical and no representation is being made that a person will or is likely to achieve profits or losses similar to those examples. Neither the information, nor any opinion expressed constitutes a solicitation to buy or sell futures or options on futures contracts or OTC products. Covered parties (as defined below) shall not be liable for any direct, indirect, incidental, special or consequential damages of any kind, whatsoever (including attorney's fees and lost profits or savings) in any way due to, resulting from, or arising in connection with the Market Trends Report, including its content, regardless of any negligence of the covered party including but not limited to technical inaccuracies and typographical errors. "Covered Parties" is defined as American Restaurant Association Inc., ARA Trading Inc., ARA Hedging Inc. and the employees of the companies. Commodity trading involves risks, and you should fully understand those risks before trading. © 2010 American Restaurant Association Inc. This publication is protected under U.S. copyright law. Please do not redistribute without permission. Thank you.