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Table 1. Importance of Factors Influencing the 2009 Produce Season

❖ Labor management and availability (10)	1.8
❖ Variable input prices (1)	3.8
❖ Food safety standards & compliance (6)	3.9
❖ Direct marketing issues	4.6
❖ Concern for lower prices (4)	5.1
❖ Retailer consolidation and access	5.6
❖ Recession impact on premium/specialty products (1)	5.6
❖ Distribution cost/availability	5.8
❖ Uncertainty of government policies regulating production (1)	6.4
❖ Land prices and development pressures on ag (1)	7.3
❖ International trade pressures (1)	8.4

Table 2. Factors Increasing in Importance for the 2010 Produce Season

❖ Labor management and availability (4)	12 ^a
❖ Food safety standards & compliance (6)	12
❖ Direct marketing issues	11
❖ Uncertainty of government policies regulating production (2)	9
❖ Concern for lower prices (2)	9
❖ Variable input prices	9
❖ Recession impact on premium/specialty products (1)	7
❖ Retailer consolidation and access	5
❖ Distribution cost/availability	4
❖ International trade pressures	4
❖ Land prices and development pressures on ag	2

Figure 1. Change in Annual Produce Sales

Southeastern States, 2009

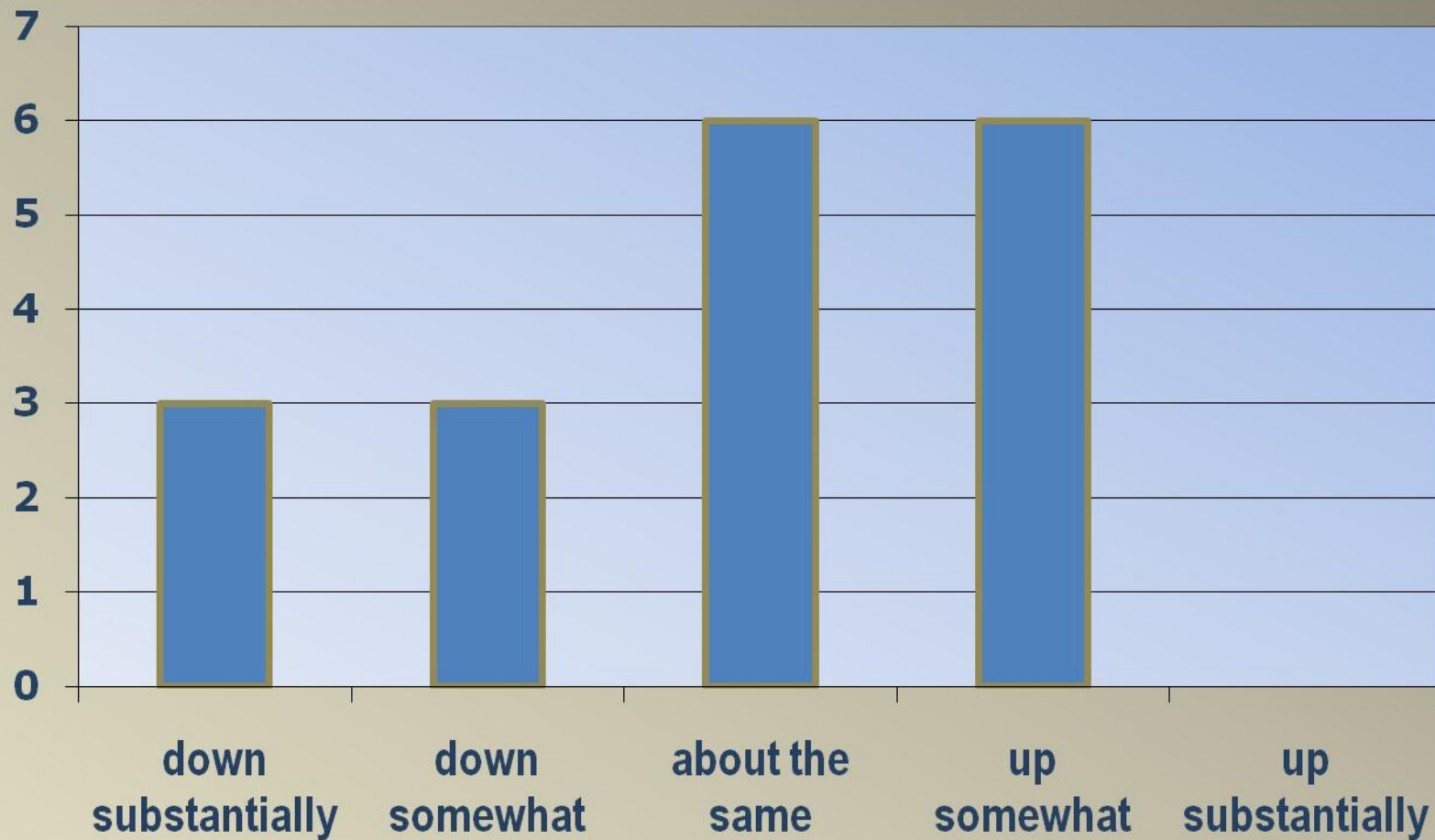


Figure 2. U.S. Direct Market Sales *Vegetables & Melons*

