



## Four Seasons Produce, Inc. Featured in Article Discussing Current Banana Shortage

---

### FOR IMMEDIATE RELEASE

(Ephrata, PA) Winter is always a difficult time for banana crops. Coupled with high fuel surcharges, retailers are striving to keep consumer prices increases to a minimum. Four Seasons Produce, Inc. Buyer, David Hahn, was recently interviewed and featured in a March 8, 2010 article published by The Packer to further explore the current shortage in the banana market and how prices are reflective of these difficulties.

Excerpt from The Packer: *Cold winter weather made it harder for shippers to handle the fruit, said David Hahn, buyer for Four Seasons Produce, Ephrata, PA., one of the country's largest independent produce wholesalers. "Bananas are temperature-sensitive," he said. "Once they get below 55 degrees there's a risk of chill, so an extra-cold winter is always tougher to handle. It comes down to more attention to detail." High fuel prices are also hurting the industry, said Hahn of Four Seasons Produce, which processes 18 loads of bananas a week for companies, including Dole. "It's not cheap getting bananas on a container and on the one-week ride up here to port," he said. "All the shippers have fuel surcharges in effect and they continue to climb. Hopefully there's some relief coming, but it's one area that's a challenge." As prices rise, retailers in many markets remain committed to helping hard-hit consumers by maintaining prices of 39 and 49 cents a pound.*

For more information regarding the March 8<sup>th</sup> Packer article, please click on the link below to view the complete article on The Packer's website.

<http://thepacker.com/Tight-banana-supplies--higher-prices-may-be-in-store/Article.aspx?oid=1000469&aid=546&fid=PACKER-SPECIAL-SECTIONS>

Tuesday, March 16, 2010