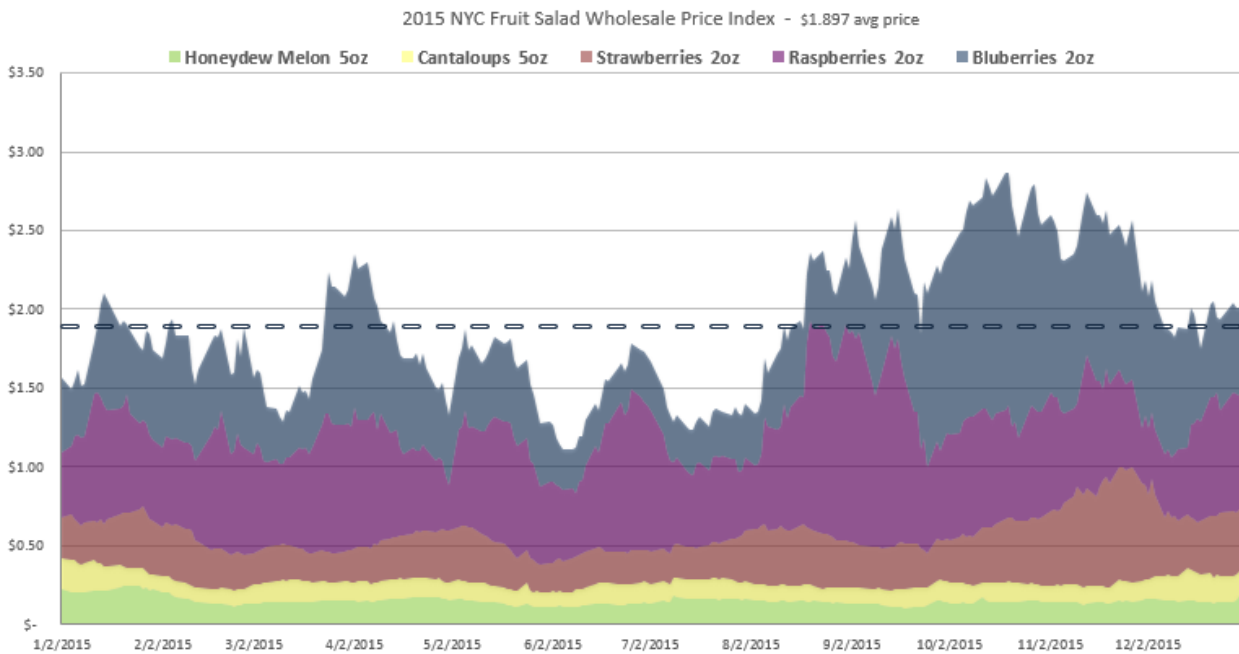


Fruit Market Price Volatility Case Study

AGCHEQ - 2015 NYC Fruit Salad Index

- AGCHEQ NYC Fruit Salad Index 2015 averaged \$1.897 /lb
- Low price was June 8 at \$1.109. High price was October 13 at \$2.866, 158% higher
- Price rose 31.4%, beginning 2015 at \$1.56 and ending at \$2.05
- Late Spring & Summer prices were 19.3% better than average, \$1.53
- Fall & Winter prices were 10.7% worse than average, \$2.10



AGCHEQ Index Components

This AGCHEQ Wholesale Market Price Index represents the daily NYC wholesale price values for a 16oz Fruit Salad, composed of a constant ingredient weighting of:

- 5oz Honeydew Melons
- 5oz Cantaloups
- 2oz Strawberries
- 2oz Raspberries
- 2oz Blueberries

	2015 Performance	LO	HI	AVG
	NYC Fruit Salad Index	\$ 1.110	\$ 2.866	\$ 1.897
31.25 %	Honeydew Melons	\$ 0.338	\$ 0.848	\$ 0.479
31.25 %	Cantaloups	\$ 0.278	\$ 0.651	\$ 0.391
12.5 %	Strawberries	\$ 1.336	\$ 5.921	\$ 2.487
12.5 %	Raspberries	\$ 2.319	\$ 10.986	\$ 5.501
12.5 %	Blueberries	\$ 1.955	\$ 12.055	\$ 4.996

About AGCHEQ Custom Solutions

AGCHEQ offers custom solutions to profitably manage risk:
Accurate food market transparency, analysis and neural network forecasting.

FOR MORE INFORMATION Connect@AGCHEQ.com