

Market News

Consumers are willing to pay more for apples that have an "exciting, sensory" name, according to Cornell University research.

Gulf oyster production is at the lowest level it has been in decades. The cut in oyster production has driven prices up roughly 10% from last year, claims an owner of an oyster processing and sales business. Last year the price for a pint of shucked oyster meat was in the \$8 range, and this year the price is closer to \$10, reported *USA Today*.

Plentiful supplies of high-quality California navel oranges will be seen through the holiday season. The harvest is later than in typical years, but the Sunkist Growers cooperative reports farmers are seeing the same quantity of oranges they had in the past, though in slightly smaller sizes, reported *California Farm Bureau Federation*.

Arabica coffee futures may rise 15% to \$2.71 a pound by March, according to the average estimate of 13 traders and analysts, reported *Bloomberg.com*. Stockpiles in warehouses monitored by ICE Futures U.S. fell 16% since December, declining for a fourth year.

Agriculture positively impacted the nation's economy in 2010, with a total output of nearly \$289 billion, according to the *Animal Agriculture Economic Analysis* report by the American Soybean Board.