

## *Market News*

**Mondelez International will spend \$400 million over the next 10 years on cocoa producers, as it focuses on securing supplies of the main raw ingredient in chocolate.** Mondelez, the maker of Oreo cookies and Cadbury chocolates, stated the investment includes \$100 million in Ivory Coast, reported *MarketWatch*. [Full Story](#)

**Since 2003, direct payments have accounted for a significant portion of farm program payments,** according to ERS. If direct payments were eliminated, many agricultural producers would be affected, both through the loss of income and potential declines in land values and rental rates. Direct payments are highest relative to crop revenues in parts of the Northern Plains, Southern Plains, Mountain, Delta, and Southeast regions, and the estimated effect of direct payments on cropland values also is relatively high in many of these regions. [Full Story](#)

**Farm and ranch income shriveled this summer during the worst drought in half a century,** according to three Federal Reserve regional banks that oversee Farm Belt lending, with livestock producers hardest hit as pastures withered and feed prices soared. Even so, agricultural economists from the Fed banks say the farm sector could post record high income this year. High market prices and insurance indemnities will help compensate grain producers for drought-shortened crops, a buffer that livestock producers lack, reported *Reuters*. [Full Story](#)

**Brazil's mostly unplanted Cerrado region produced a bumper crop of corn last summer, contributing livestock feed to U.S. farms and easing a spike in prices related to drought conditions in the country.** U.S. imports of Brazilian corn were small by world standards, but are rising fast and on pace to exceed \$10million this year after being nil in 2010. Brazilian farmers are expanding planting and more corn is being diverted to nonfood uses such as ethanol production, and the country is also expected to surpass the U.S. as the world's largest producer of soybeans next year, reported *The Washington Post*. [Full Story](#) (Free Registration Required)

**Cocoa prices, which averaged about \$2,328 a metric ton this year, will trade sideways in the season that started last month,** according to chocolate makers Barry Callebaut AG and Mondelez International. While the global cocoa market will face a small shortage in 2012-13, chocolate demand will be "slightly" below historical levels, stated the president of global sourcing and cocoa at Barry Callebaut, reported *Bloomberg Businessweek*. [Full Story](#)

**The U.S. remains the world's corn export king, although its empire is shrinking,** according to a Purdue University agricultural economist. Foreign nations that previously relied on the U.S. for corn are growing more of their own or buying from other producing countries, stated the economist. He predicted the trend will continue even if market conditions improve and U.S. corn production increases, reported *Western Farm Press*. [Full Story](#)

**East Coast Brokers and Packers, one of Florida's largest tomato grower-shippers, has stopped growing and shipping Florida tomatoes,** due to owing creditors millions. Court records show East Coast's owners owe more than \$15 million in liens and judgments to state and federal governments and crop production services. As of Nov. 14, the company remains in operation but is not shipping tomatoes, reported *The Packer Online*. [Full Story](#)

**Participants in this year's western winter vegetable deal are expecting a pretty good year with good movement and good demand.** Echoing the comments of many was the sales manager for Boskovich Farms, which is "... expecting a great winter deal." In mid-November, the situation was already beginning to play out as expected with the Brussels sprouts market showing very good life, reported *The Produce News*. [Full Story](#)

**This year, there will be no shortage of peanuts.** Yield per acre is predicted at 3,832-lbs., compared with last year's crop that averaged 3,386-lbs. per acre. One-thousand-dollar-per-ton prices, as good as they sounded last year, might have been the worst thing to happen to the peanut industry, stated a University of Georgia Extension economist, reported *Southeast Farm Press*. [Full Story](#)

**Ocean Spray Cranberries had the highest net sales in the company's history, and strong growth in net proceeds paid to its**

**company's history and strong growth in net proceeds paid to its growers this year.** Highlights of the 2012 fiscal year ending Aug. 31 included net sales of \$1.66 billion, the highest in Ocean Spray's history, up 3.2% from 2011's \$1.61 billion, reported *The Produce News*. [Full Story](#).

**California's olive harvest for oil is expected to break records, potentially surpassing the two million-gallon mark after harvest is completed in the coming weeks,** reported *California Farm Bureau Federation*. [Full Story](#).

**Gourmet Trading Company began its Chile blueberry season.** As the company's Argentina blueberry season winds down, Chilean blueberry season begins allowing the company to provide a year-round supply of blueberries to retail and foodservice operators, reported *Fresh Plaza*. [Full Story](#).