



Memorandum

To: Valued Customers
From: Taylor Farms California Sales
Re: Temporary Price Increase
Date: 11/06/2018

The weather events that have recently hit the Salinas, CA growing region have caused the markets to surge. These warmer weather patterns have pushed growth and caused supply gaps on several items (industry wide). Romaine supplies are tightening and markets rising. In conjunction with this, Taylor Farms will be **holding all customer to strict 12-week averages on all items**. Taylor Farms will implement the following **Price Increase** with orders placed to load on **Thursday 11/08/2018**:

<u>Item</u>	<u>Packs</u>	<u>Total Increase</u>
<i>Romaine</i>	<i>All</i>	<i>\$3.00 / above standard</i>
<i>Romaine Blends</i>	<i>All</i>	<i>\$1.50 / above standard</i>

Taylor Farms takes great pride in supplying high quality value added produce while providing exceptional service. We are monitoring the situation as close as possible and will return to normal pricing as soon as the situation allows. We apologize for any inconvenience this causes you and your customers.

If you have any questions, please contact your sales representative at 800-731-7388.