



Lassonde

LASSONDE PAPPAS
AND COMPANY, INC.

To: Our Valued Customers
CC: Sales Organization & Brokers
From: Josianne Legare
Date: April 7th, 2021
Re: Price changes Effective June 7th, 2021

Dear Customer:

This letter is to advise you that Lassonde Pappas will be increasing pricing for certain products as referenced in the list included herein. These increases will be effective on all orders received on or after 6/6/21. This action is driven by recent cost increases in key raw materials, including Concord grape, prune, pineapple, and grapefruit juices as well as Cranberry Sauce which have been a result of adverse crop conditions affecting these inputs.

Grape: The Concord grape increase results from continued grower reduction in the industry. This continued reduction against the average yield helped drive a third straight year of market increased pricing.

Prune: The two largest prune producing markets in the world (Chile & California) have experienced severe drought and wildfires impacting production and yield for 2021.

Pineapple: Thailand (the largest producer of pineapple for processing) experienced winter crops considered to be “disastrous”, yielding only a small fraction of what is considered normal. Pineapple concentrate pricing has been increasing steadily over the past 18 months.

Grapefruit: Damages to crops in the number one grapefruit producing state of Texas along with continued shortages in Florida from greening have increased pricing of this concentrate.

Cranberry Sauce: Berry inventories have dropped by 51% while prices have risen 56% since 2017. Limitations set by the USDA in 2017 and 2018 on total cranberry tonnage, followed by subsequent poor crops in 2019 and 2020 have increased pricing on Cranberries.

Please be advised that due to supply constraints, we are not allowing customers to forward buy products and will not be offering any price protection. We will monitor customer orders leading up to the effective date of the price increase and reserve the right to cancel or delay orders that are inconsistent with historical order patterns.

Enclosed with this notification you will find a new price list that details the new pricing and highlights the items changed. If you have any questions regarding the above changes, please contact your local Lassonde Pappas Representative. We appreciate your understanding and continued support.

Josianne Legare
Sr. Vice-President Sales, Lassonde Pappas