



Southern California Produce Store Selling Pineapple for \$395

Description

Households in California are already spending a hefty \$297.72 per week on groceries, making it the most expensive state for food. But now, a single fruit is causing even more sticker shock at a SoCal retailer. The Rubyglow pineapple from Melissa's Produce is priced at an eye-watering \$395.99. This luxury fruit, with its pinkish-red exterior and yellow interior, is a rare find as only a few thousand are produced each year by Fresh Del Monte.

Fresh Del Monte spent 15 years researching the Rubyglow pineapple before introducing it to the market. Initially available only in China, the company decided to bring it to the U.S., targeting high-end consumers who have shown interest in pricey luxury fruits like Honeycrisp apples, Oishii strawberries, and Sumo Citrus.

Meanwhile, grocery prices in April saw a decrease for the first time in 12 months, according to the Labor Department. The consumer price index for food at home dropped by 0.2%, marking a significant shift from months of stable prices. This trend reflects a changing landscape for food prices, particularly in states like California where luxury fruits are making waves in the market.

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Vocabulary List:

1. **Hefty** // (adjective): Large in amount size intensity or extent.
2. **Sticker shock** // (noun): Surprise at the high price of a product.
3. **Luxury** // (noun): The state of great comfort and extravagant living.
4. **Rare** // (adjective): Not occurring often; uncommon.
5. **Introducing** // (verb): Presenting or announcing for the first time.
6. **Index** // (noun): A numerical scale for measuring or representing values.

Vocabulary quizzes

Multiple Choice (Select the Correct answer for each question.)

1. Which word means sudden and unexpected?
Option: Abrupt
Option: Resilience
Option: Equity
Option: Produce
2. Which word refers to the powerful effect something has on a situation or person?
Option: Impact
Option: Stockpiles
Option: Tactics
Option: Balance
3. What term is used to describe the feeling of surprise or shock at the high price of something?
Option: Tactics
Option: Sticker shock
Option: Drop
Option: Approval
4. Which term refers to signals or signs that show the state or existence of something?
Option: Indicators
Option: Yields
Option: Resilience
Option: Leisure
5. Which word means a sudden or significant decrease?
Option: Yields



- Option: Drop
- Option: Bullish
- Option: Volatility

6. Which term describes a feeling of worry nervousness or unease?

- Option: Hefty
- Option: Anxiety
- Option: Livelihoods
- Option: Frustration

7. What word means important and famous?

- Option: Prominent
- Option: Airdrop
- Option: Equity
- Option: Researching

8. Which term refers to investigating studying or examining thoroughly?

- Option: Earnings
- Option: Researching
- Option: Interior
- Option: Frustration

9. Which word describes the tendency of something to change unpredictably?

- Option: Volatility
- Option: Uncertainty
- Option: Resilience
- Option: Balance

10. What word means to allow oneself to enjoy the pleasure of something?

- Option: Tactics
- Option: Indulge
- Option: Approval
- Option: Drop

Gap-Fill (Fill in the blanks with the correct word from the vocabulary list.)

11. _____ refers to the money that a person makes from their job or investment.
12. _____ is the value of an asset after deducting any liabilities.
13. _____ brings about doubt and a lack of sureness in various situations.
14. _____ refer to the income generated by an investment or other financial asset over a



specific period.

15. _____ is the ability to recover quickly from difficulties or toughness.
16. The _____ of an area includes all the visible features of an area of land.
17. A _____ amount or price is quite large or substantial.
18. People depend on their _____ for the resources necessary to live.
19. The _____ of a building refers to the inside or inner part of it.
20. A _____ is a person who purchases goods and services for personal use.

Matching Sentences (Match each definition to the correct word from the vocabulary list.)

21. After reviewing the proposal he gave his for the project to proceed.
22. The sudden in the stock price shocked investors.
23. The humanitarian organization performed an of supplies to the remote village.
24. Investors are feeling about the company's prospects after the positive financial report.
25. His continuous technical issues caused immense among the team.
26. The new policy had a significant on the local economy.
27. During his day off he decided to spend his time on various activities.
28. Her successful investments led to a substantial increase in her .
29. The company decided to build up of raw materials in anticipation of the supply shortage.
30. The marketing team developed new to attract a younger demographic.

Answer

Multiple Choice: 1. Abrupt 2. Impact 3. Sticker shock 4. Indicators 5. Drop 6. Anxiety 7. Prominent
8. Researching 9. Volatility 10. Indulge

Gap-Fill: 11. Earnings 12. Equity 13. Uncertainty 14. Yields 15. Resilience 16. Landscape 17. Hefty
18. Livelihoods



19. Interior 20. Consumer

Matching sentence: 1. Approval 2. Drop 3. Airdrop 4. Bullish 5. Frustration 6. Impact 7. Leisure 8. Earnings
9. Stockpiles 10. Tactics

CATEGORY

1. Business - LEVEL3

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