

and certification of the product they are importing. These products therefore are not included in the count because they already have business practices in place that would accommodate the prior notice period. FDA requests comments on the perishability of the produce that is used in this count.

Multiplying the volume of Mexican produce that was imported into the United States in 2001 by the current U.S. border prices per pound (Ref. 6) for these products gives an estimate of

wholesale revenue. Then we convert the wholesale revenue to retail revenue using the retail price mark-up on produce in the United States, which can range from 100 percent to 600 percent (Ref. 7). We will increase the wholesale revenue by 100 percent in these estimates to represent a reasonable retail price mark-up rate across produce commodities in the United States. We will reexamine our choice of the 100 percent mark-up rate in a sensitivity

analysis presented later in the costs section.

Assuming that perishable produce has an average life span of 7 days, we can then estimate the value of the time lost (4 hours) for 20 percent of the imports waiting to cross the border as a 2.4 percent loss (4 hours out of 168 hours) in the product's value. Applying this percent loss in value to one-quarter of the total retail revenue of imported Mexican fresh produce results in a \$16,600,920 loss in produce value.

TABLE 5.—FRESH PRODUCE IMPORTED FROM MEXICO

Perishable produce from Mexico	Total Volume for 2001 (100,000 lb units)	Current Wholesale Price per lb. (Sept. 2002)	Total Revenues Wholesale
Cucumbers	6491	0.29	188,239,000
Peppers (all varieties)	6088	0.53	322,664,000
Squash	4158	0.71	295,218,000
Mangoes	3461	0.57	197,277,000
Papaya	1587	0.45	71,415,000
Broccoli	1138	0.65	73,970,000
Eggplant	887	0.40	35,480,000
Asparagus	856	1.29	110,424,000
Sweet Corn	828	0.26	21,528,000
Strawberries	676	0.96	64,896,000
Beans	559	0.58	32,422,000
Radishes	516	0.31	15,996,000
Fruits-Other	426	2.04	86,904,000
Vegetables-other	365	2.80	102,200,000
Greens	298	0.48	14,304,000
Spinach	197	1.375	27,087,500
Green Peas	129	2.20	28,380,000
Okra	112	0.80	8,960,000
Berries-misc.	78	1.67	13,026,000
Raspberries	32	4.40	14,080,000
Artichokes	23	1.50	3,450,000
Mushrooms	7	1.60	1,120,000
Endive	4	0.37	148,000
Escarole	2	0.37	74,000
Wholesale Value			\$1,729,262,500
Retail Value			\$3,458,525,000
2.4% reduction in value for 20% of the products			\$16,600,920