



Agricultural Marketing Service

## Fruit and Vegetable Market News Branch

# National Fruit and Vegetable Retail Report

Websites: [www.marketnews.usda.gov/portal/fv](http://www.marketnews.usda.gov/portal/fv) and <http://www.ams.usda.gov/mnreports/fvwretail.pdf>

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Friday, November 13, 2009

### Advertised Prices for Fruits & Vegetables at Major Retail Supermarket Outlets 11/7 to 11/19<sup>1, 2</sup>

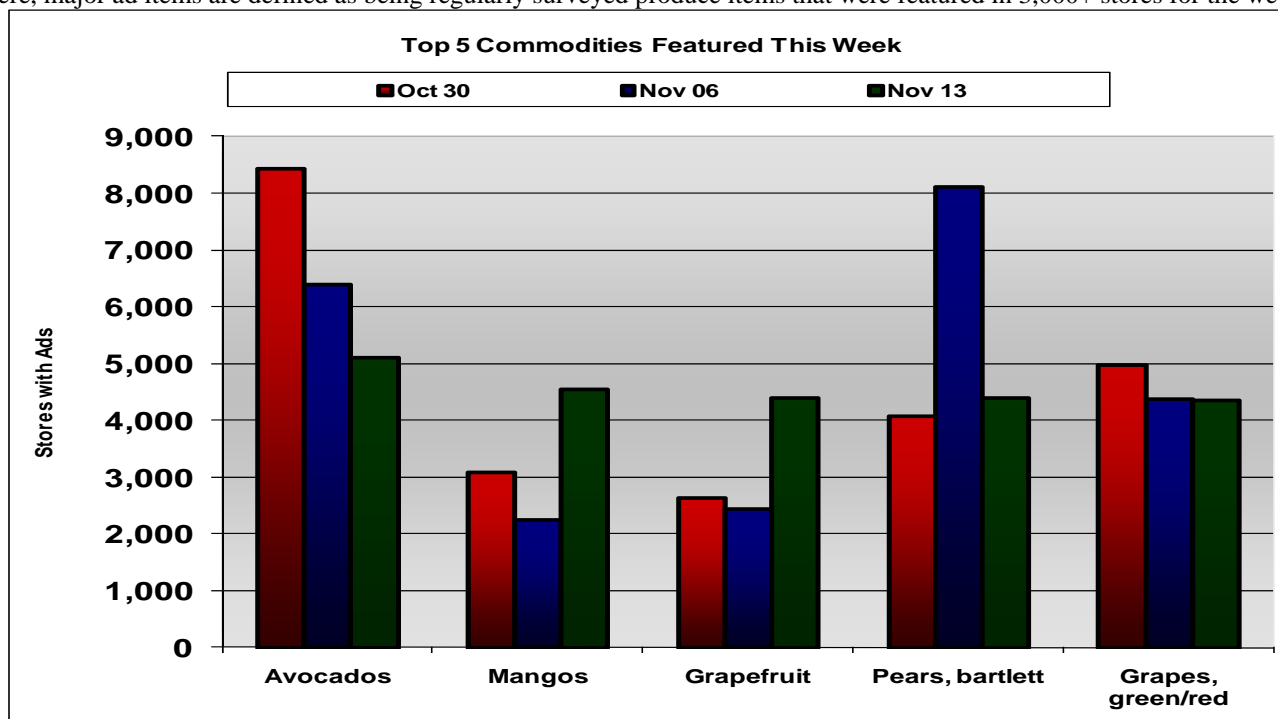
#### Leave the Cooking to Someone Else!

Store prepared holiday dinner orders were featured this week to get orders in on time. Autumn floral, baking supplies, seasonal items and turkey discounts with minimum purchase were also widely featured. Pomegranates were technically the top fruit items with other selected seasonal items heavily featured.

Avocados, mangos, grapefruit, grapes and Bartlett pears rounded out the top five overall along with being the top five fruit. Retail ads overall were down 6% from the previous week. Tomatoes on-the-vine, asparagus, sweet onions, cucumbers and zucchini squash accounted for the vegetable top five. The top five fruit items accounted for 55% of all fruit ads this week while the top five vegetable ads accounted for 39% of all vegetable ads.

Seven different **fruits** were in the major ad items category this week including Clementines for the first time this season. At 12% higher in price, grapes were the only fruit higher in weighted average price than a year ago. Avocadoes were 29% lower in price, Bartlett pears were 19% lower and mangoes 14% lower compared to a year ago.

Seven different **vegetables** were also in the major ad items for the week. Mushrooms were 8% higher than the same week last year. Sweet onions were 16% lower, asparagus and on-the-vine tomatoes were 15% lower and zucchini was down 14% from a year ago. As used here, major ad items are defined as being regularly surveyed produce items that were featured in 3,000+ stores for the week.

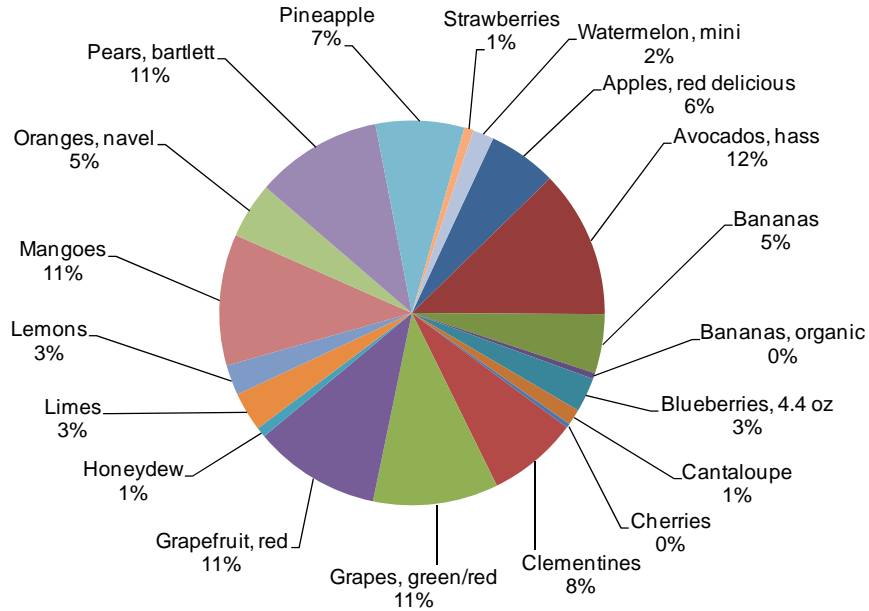


1 - Fruit and Vegetable Market News surveys more than 200 retailers, comprising roughly 17,000 individual stores, with online weekly advertised features.

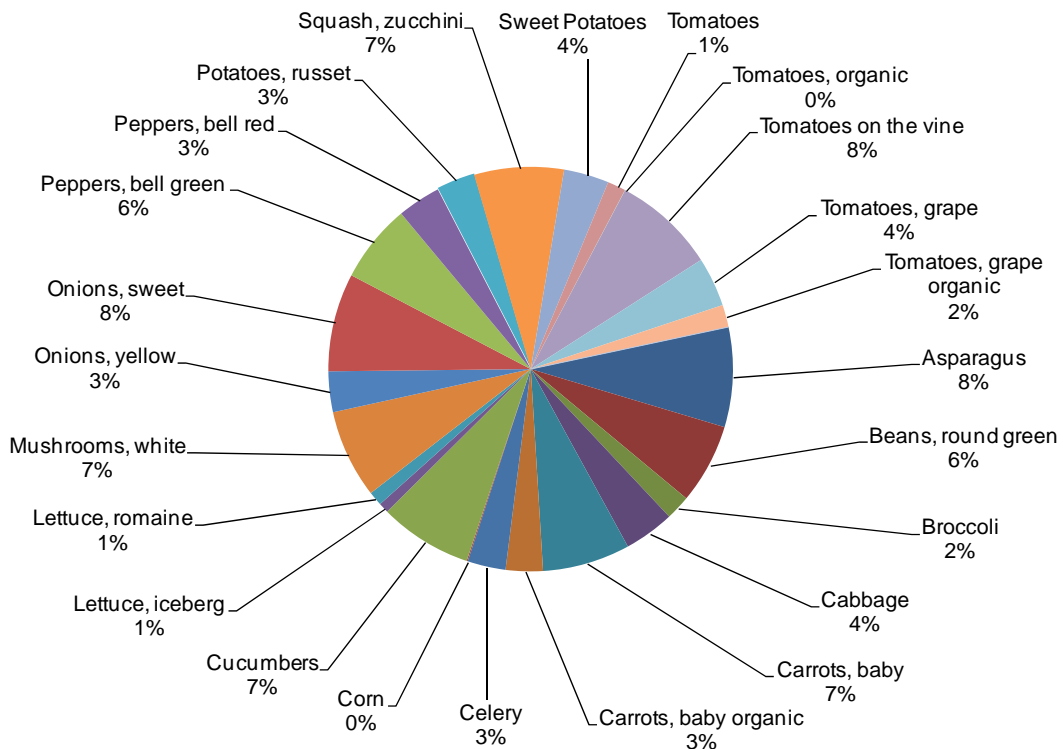
2 - Date range reflects one week of data collection ending on the report release date and encompasses ad pricing good from the Saturday before report release date through the following Thursday.



**Fruits as Percentage of Total Fruit Ads  
November 13, 2009**



**Vegetables as Percentage of Total Vegetable Ads  
November 13, 2009**





**NATIONAL SUMMARY**

|                                | THIS WEEK          |                   | LAST WEEK          |                   | LAST YEAR          |                   | VEGETABLE                      | THIS WEEK          |                   | LAST WEEK          |                   | LAST YEAR          |                   |
|--------------------------------|--------------------|-------------------|--------------------|-------------------|--------------------|-------------------|--------------------------------|--------------------|-------------------|--------------------|-------------------|--------------------|-------------------|
|                                | Stores<br>with Ads | Wtd Avg<br>Prices | Stores<br>with Ads | Wtd Avg<br>Prices | Stores<br>with Ads | Wtd Avg<br>Prices |                                | Stores<br>with Ads | Wtd Avg<br>Prices | Stores<br>with Ads | Wtd Avg<br>Prices | Stores<br>with Ads | Wtd Avg<br>Prices |
| Apples, red delicious          | 2,379              | 1.05              | 5,186              | 0.96              | 4,979              | 1.12              | Asparagus                      | 3,714              | 2.27              | 3,835              | 2.31              | 5,448              | 2.67              |
| Avocados, hass each            | 5,114              | 0.92              | 6,411              | 1.01              | 4,308              | 1.30              | Beans, round green             | 2,983              | 1.25              | 2,263              | 1.34              | 923                | 1.70              |
| Bananas                        | 2,053              | 0.40              | 1,296              | 0.46              | 604                | 0.51              | Broccoli per bunch             | 922                | 1.83              | 1,605              | 1.76              | 869                | 1.83              |
| Bananas, organic               | 199                | 0.74              | 604                | 0.77              | 78                 | 0.93              | Broccoli, organic per bunch    |                    |                   | 9                  | 1.87              |                    |                   |
| Blueberries 4.4 oz             | 1,191              | 2.74              | 1,075              | 2.29              | 4,399              | 2.57              | Cabbage                        | 1,876              | 0.43              | 2,645              | 0.42              | 2,575              | 0.42              |
| Cantaloupe each                | 552                | 2.09              | 410                | 2.66              | 262                | 2.72              | Carrots, baby 1 lb bag         | 3,263              | 1.37              | 3,624              | 1.31              | 3,159              | 1.38              |
| Cherries                       | 144                | 5.99              |                    |                   | 148                | 5.57              | Carrots, baby organic 1 lb bag | 1,380              | 1.70              | 1,088              | 1.57              | 1,521              | 1.78              |
| Clementines 5lb pkg            | 3,134              | 5.74              | 164                | 3.99              | 1,147              | 6.07              | Celery each                    | 1,425              | 1.54              | 1,002              | 1.05              | 998                | 1.56              |
| Grapes, green/red              | 4,352              | 1.87              | 4,372              | 1.62              | 6,787              | 1.67              | Corn each                      | 38                 | 0.50              | 501                | 0.36              | 394                | 0.56              |
| Grapefruit, red each           | 4,406              | 0.85              | 2,445              | 0.72              | 3,143              | 0.90              | Cucumbers each                 | 3,468              | 0.63              | 3,088              | 0.55              | 1,581              | 0.67              |
| Honeydew each                  | 348                | 2.77              | 26                 | 3.99              | 146                | 3.95              | Lettuce, iceberg each          | 978                | 0.89              | 1,946              | 0.78              | 865                | 0.97              |
| Limes each                     | 1,353              | 0.17              | 927                | 0.22              | 977                | 0.29              | Lettuce, romaine each          | 526                | 1.06              | 513                | 1.11              | 615                | 1.03              |
| Lemons each                    | 1,046              | 0.48              | 418                | 0.26              | 753                | 0.38              | Mushrooms, white 8 oz pkg      | 3,299              | 1.75              | 4,210              | 1.60              | 2,399              | 1.62              |
| Mangoes each                   | 4,545              | 1.05              | 2,265              | 1.16              | 2,032              | 1.21              | Onions, yellow 3 lb bag        | 1,517              | 1.84              | 2,315              | 1.54              | 2,376              | 1.99              |
| Nectarines, yellow flesh       |                    |                   |                    |                   |                    |                   | Onions, sweet yellow           | 3,655              | 0.98              | 1,824              | 0.94              | 4,807              | 1.17              |
| Oranges, navel each            | 1,934              | 0.73              | 1,251              | 0.82              | 2,064              | 0.68              | Peppers, bell green each       | 2,371              | 0.71              | 1,171              | 0.79              | 1,824              | 0.86              |
| Pears, bartlett                | 4,399              | 1.05              | 8,117              | 1.10              | 5,683              | 1.30              | Peppers, bell green            | 558                | 1.71              | 1,611              | 1.36              | 928                | 1.54              |
| Peaches, yellow flesh          |                    |                   |                    |                   |                    |                   | Peppers, bell red each         | 994                | 1.44              | 1,884              | 1.33              | 464                | 1.46              |
| Pineapple each                 | 3,074              | 3.02              | 2,657              | 2.80              | 3,041              | 3.29              | Peppers, bell red              | 621                | 2.41              | 972                | 1.95              | 588                | 2.55              |
| Plums                          |                    |                   |                    |                   | 164                | 1.50              | Potatoes, russet 5 lb bag      | 1,438              | 2.02              | 2,246              | 1.86              | 1,794              | 2.76              |
| Strawberries 1 lb pkg          | 324                | 3.23              | 234                | 3.30              | 841                | 3.50              | Squash, zucchini               | 3,335              | 1.08              | 3,205              | 1.09              | 1,227              | 1.26              |
| Strawberries, organic 1 lb pkg |                    |                   |                    |                   | 71                 | 4.00              | Sweet potatoes                 | 1,686              | 0.77              | 2,801              | 0.83              | 1,995              | 0.79              |
| Watermelon, miniature each     | 729                | 2.72              | 720                | 3.47              | 493                | 3.66              | Tomatoes                       | 675                | 1.84              | 1,636              | 1.91              | 1,239              | 1.74              |
| Watermelon, seedless each      | 11                 | 2.00              |                    |                   |                    |                   | Tomatoes, organic              | 11                 | 1.99              |                    |                   | 139                | 2.99              |
|                                |                    |                   |                    |                   |                    |                   | Tomatoes on the vine           | 3,821              | 1.76              | 5,299              | 1.81              | 5,530              | 2.08              |
|                                |                    |                   |                    |                   |                    |                   | Tomatoes, grape 1 pint         | 1,843              | 1.82              | 3,330              | 2.40              | 2,146              | 2.35              |
|                                |                    |                   |                    |                   |                    |                   | Tomatoes, grape organic 1 pint | 832                | 3.19              | 396                | 2.99              | 762                | 3.13              |

**Selected Seasonal and Other Weekly Items**

| ITEM                      | THIS WEEK          |                   | LAST WEEK          |                   | ITEM                        | THIS WEEK          |                   | LAST WEEK          |                   |
|---------------------------|--------------------|-------------------|--------------------|-------------------|-----------------------------|--------------------|-------------------|--------------------|-------------------|
|                           | Stores<br>with Ads | Wtd Avg<br>Prices | Stores<br>with Ads | Wtd Avg<br>Prices |                             | Stores<br>with Ads | Wtd Avg<br>Prices | Stores<br>with Ads | Wtd Avg<br>Prices |
| Mums 6-in pot             | 2,914              | 8.97              | 2,125              | 9.15              | Round Red Potatoes 5 lb bag | 722                | 2.72              | 631                | 3.16              |
| Pomegranates each         | 6,164              | 2.10              | 4,903              | 1.84              | Navel Oranges per lb        | 2,473              | 0.88              | 1,315              | 0.78              |
| Cranberries 12 oz bag     | 3,811              | 2.23              | 4,424              | 2.35              | D'Anjou Pears per lb        | 3,604              | 1.10              | 2,849              | 1.06              |
| Russet Potatoes per lb    | 1,843              | 0.63              | 3,151              | 0.69              | Gala Apples per lb          | 5,445              | 1.10              | 3,117              | 1.03              |
| Russet Potatoes 10 lb bag | 2,180              | 2.73              | 1,618              | 2.30              | Raspberries 6 oz            | 3,021              | 2.49              | 1,676              | 2.56              |

**Wtd Avg = Simple weighted average**  
**Prices are in dollars per pound unless otherwise stated.**



| Region                 | NORTHEAST U.S.                     |                 |          | SOUTHEAST U.S.               |                 |          | MIDWEST U.S.                       |                 |          |
|------------------------|------------------------------------|-----------------|----------|------------------------------|-----------------|----------|------------------------------------|-----------------|----------|
| States                 | (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT) |                 |          | (AL,FL,GA,MS,NC,SC,TN,VA,WV) |                 |          | (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI) |                 |          |
| Fruit                  | Price Range                        | Stores with Ads | Wtd. Avg | Price Range                  | Stores with Ads | Wtd. Avg | Price Range                        | Stores with Ads | Wtd. Avg |
| Apples, red delicious  | 0.68 - 1.69                        | 925             | 1.22     | 0.78 - 1.00                  | 256             | 0.99     | 0.88 - 1.00                        | 429             | 0.98     |
| Avocados, hass         | 0.99 - 1.66 each                   | 906             | 1.21     | 0.79 - 1.50 each             | 529             | 1.07     | 0.50 - 1.50 each                   | 886             | 1.01     |
| Bananas                | 0.38 - 0.50                        | 172             | 0.48     | 0.37 - 0.39                  | 377             | 0.39     | 0.38 - 0.39                        | 457             | 0.39     |
| Bananas, organic       | 0.89 - 0.99                        | 73              | 0.97     | 0.39                         | 29              | 0.39     | 0.59                               | 21              | 0.59     |
| Blueberries            |                                    |                 |          |                              |                 |          | 2.48 - 3.99 4.4 oz                 | 240             | 2.91     |
| Cantaloupe             | 1.39 - 2.99 each                   | 379             | 2.08     | 1.50 - 2.99 each             | 39              | 1.88     | 2.49 each                          | 96              | 2.49     |
| Cherries               | 5.99                               | 144             | 5.99     |                              |                 |          |                                    |                 |          |
| Clementines            | 4.99 - 7.99 5lb container          | 729             | 6.15     | 5.00 - 6.99 5lb container    | 1,207           | 5.19     | 5.99 5lb container                 | 253             | 5.99     |
| Grapes, green/red      | 0.99 - 2.79                        | 673             | 2.10     | 1.29 - 2.79                  | 1,233           | 1.85     | 0.99 - 2.79                        | 570             | 1.49     |
| Grapefruit, red        | 0.40 - 1.50 each                   | 1,253           | 0.79     | 0.98 - 0.99 each             | 1,214           | 0.99     | 0.50 - 1.00 each                   | 418             | 0.83     |
| Honeydew               | 2.50 each                          | 153             | 2.50     | 2.50 - 2.98 each             | 195             | 2.98     |                                    |                 |          |
| Limes                  | 0.10 - 0.50 each                   | 347             | 0.20     | 0.10 - 0.33 each             | 685             | 0.16     | 0.50 each                          | 20              | 0.50     |
| Lemons                 | 0.40 - 0.66 each                   | 694             | 0.59     |                              |                 |          | 0.50 - 0.67 each                   | 53              | 0.61     |
| Mangoes                | 0.78 - 1.50 each                   | 779             | 1.22     | 0.78 - 1.50 each             | 1,694           | 0.97     | 0.99 - 1.29 each                   | 423             | 1.15     |
| Nectarines             |                                    |                 |          |                              |                 |          |                                    |                 |          |
| Oranges, navel         | 0.33 - 1.29 each                   | 1,171           | 0.83     | 0.44 - 0.99 each             | 380             | 0.64     | 0.33 - 1.39 each                   | 306             | 0.52     |
| Pears, bartlett        | 0.97 - 1.59                        | 1,310           | 1.13     | 0.98 - 1.59                  | 564             | 1.01     | 0.77 - 1.39                        | 1,259           | 1.02     |
| Peaches                |                                    |                 |          |                              |                 |          |                                    |                 |          |
| Pineapple              | 1.97 - 3.99 each                   | 777             | 2.74     | 2.50 - 3.99 each             | 488             | 3.34     | 2.50 - 3.79 each                   | 1,114           | 3.13     |
| Plums                  |                                    |                 |          |                              |                 |          |                                    |                 |          |
| Straw berries          | 3.29 - 3.49 16 oz pkg              | 211             | 3.42     | 3.49 - 3.50 16 oz pkg        | 23              | 3.50     | 3.00 - 3.50 16 oz pkg              | 53              | 3.30     |
| Straw berries, organic |                                    |                 |          |                              |                 |          |                                    |                 |          |
| Watermelon, miniature  | 3.00 - 3.99 each                   | 158             | 3.27     | 3.00 each                    | 217             | 3.00     |                                    |                 |          |
| Watermelon, seedless   |                                    |                 |          |                              |                 |          |                                    |                 |          |

Wtd Avg = Simple weighted average

Prices are in dollars per pound unless otherwise stated.



| Region                 | SOUTH CENTRAL U.S.        |                 |          |                           | SOUTHWEST U.S.  |          |                    | NORTHWEST U.S.   |          |  |
|------------------------|---------------------------|-----------------|----------|---------------------------|-----------------|----------|--------------------|------------------|----------|--|
| States                 | (AR,CO,KS,LA,MO,NM,OK,TX) |                 |          |                           | (AZ,CA,NV,UT)   |          |                    | (ID,MT,OR,WA,WY) |          |  |
| Fruit                  | Price Range               | Stores with Ads | Wtd. Avg | Price Range               | Stores with Ads | Wtd. Avg | Price Range        | Stores with Ads  | Wtd. Avg |  |
| Apples, red delicious  | 0.88 - 1.00               | 157             | 0.96     | 0.25 - 1.00               | 315             | 0.86     | 0.88 - 0.99        | 297              | 0.92     |  |
| Avocados, hass         | 0.33 - 2.50 each          | 1,279           | 0.85     | 0.25 - 1.50 each          | 1,302           | 0.71     | 0.33 - 1.00 each   | 212              | 0.71     |  |
| Bananas                | 0.39                      | 567             | 0.39     | 0.33 - 0.59               | 298             | 0.39     | 0.33 - 0.59        | 182              | 0.47     |  |
| Bananas, organic       |                           |                 |          |                           |                 |          | 0.69               | 76               | 0.69     |  |
| Blueberries            | 1.50 - 2.99 4.4 oz        | 429             | 2.98     | 1.50 - 3.00 4.4 oz        | 320             | 2.46     | 2.49 4.4 oz        | 202              | 2.49     |  |
| Cantaloupe             | 0.88 - 2.00 each          | 6               | 1.44     | 0.88 - 2.00 each          | 32              | 1.41     |                    |                  |          |  |
| Cherries               |                           |                 |          |                           |                 |          |                    |                  |          |  |
| Clementines            | 4.88 - 7.99 5lb container | 267             | 5.21     | 4.77 - 7.99 5lb container | 662             | 6.37     | 7.99 5lb container | 16               | 7.99     |  |
| Grapes, green/red      | 1.48 - 2.99               | 808             | 2.09     | 0.99 - 2.49               | 1,031           | 1.80     | 0.98               | 37               | 0.98     |  |
| Grapefruit, red        | 0.33 - 0.77 each          | 147             | 0.62     | 0.33 - 0.98 each          | 851             | 0.80     | 0.33 - 1.25 each   | 523              | 0.85     |  |
| Honeydew               |                           |                 |          |                           |                 |          |                    |                  |          |  |
| Limes                  | 0.10 - 0.20 each          | 182             | 0.11     | 0.10 - 0.20 each          | 103             | 0.18     | 0.20 each          | 16               | 0.20     |  |
| Lemons                 | 0.20 - 0.33 each          | 282             | 0.20     | 0.33 - 0.50 each          | 17              | 0.42     |                    |                  |          |  |
| Mangoes                | 0.79 - 1.00 each          | 278             | 0.89     | 0.33 - 1.50 each          | 1,029           | 0.92     | 0.50 - 1.50 each   | 342              | 1.44     |  |
| Nectarines             |                           |                 |          |                           |                 |          |                    |                  |          |  |
| Oranges, navel         | 0.25 - 0.79 each          | 71              | 0.54     |                           |                 |          | 0.95 each          | 6                | 0.95     |  |
| Pears, bartlett        | 0.77 - 1.33               | 373             | 1.08     | 0.77 - 1.29               | 537             | 1.02     | 0.79 - 0.99        | 356              | 0.93     |  |
| Peaches                |                           |                 |          |                           |                 |          |                    |                  |          |  |
| Pineapple              | 1.88 - 3.99 each          | 206             | 2.97     | 1.88 - 2.99 each          | 477             | 2.90     | 1.98 - 3.97 each   | 12               | 2.81     |  |
| Plums                  |                           |                 |          |                           |                 |          |                    |                  |          |  |
| Straw berries          | 1.88 16 oz pkg            | 5               | 1.88     | 1.88 16 oz pkg            | 32              | 1.88     |                    |                  |          |  |
| Straw berries, organic |                           |                 |          |                           |                 |          |                    |                  |          |  |
| Watermelon, miniature  | 1.99 each                 | 112             | 1.99     | 2.00 - 2.99 each          | 242             | 2.45     |                    |                  |          |  |
| Watermelon, seedless   | 2.00 each                 | 3               | 2.00     | 2.00 each                 | 8               | 2.00     |                    |                  |          |  |

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| Region                  | NORTHEAST U.S.                     |                 |          | SOUTHEAST U.S.               |                 |          | MIDWEST U.S.                       |                 |          |
|-------------------------|------------------------------------|-----------------|----------|------------------------------|-----------------|----------|------------------------------------|-----------------|----------|
| States                  | (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT) |                 |          | (AL,FL,GA,MS,NC,SC,TN,VA,WV) |                 |          | (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI) |                 |          |
| Vegetable               | Price Range                        | Stores with Ads | Wtd. Avg | Price Range                  | Stores with Ads | Wtd. Avg | Price Range                        | Stores with Ads | Wtd. Avg |
| Asparagus               | 1.49 - 2.99                        | 1,280           | 2.35     | 1.49 - 2.99                  | 775             | 2.19     | 1.69 - 2.99                        | 583             | 2.04     |
| Beans, round green      | 0.98 - 1.50                        | 238             | 1.47     | 0.99 - 1.49                  | 1,623           | 1.14     | 1.18 - 1.59                        | 293             | 1.32     |
| Broccoli                | 0.98 - 2.50 per bunch              | 186             | 1.86     | 0.98 - 2.50 per bunch        | 443             | 2.03     | 1.48 - 1.77 per bunch              | 284             | 1.52     |
| Broccoli, organic       |                                    |                 |          |                              |                 |          |                                    |                 |          |
| Cabbage                 | 0.48 - 0.59                        | 126             | 0.58     | 0.34 - 0.49                  | 250             | 0.44     | 0.39 - 0.49                        | 543             | 0.39     |
| Carrots, baby           | 0.99 - 1.66 1 lb bag               | 714             | 1.45     | 0.99 - 1.50 1 lb bag         | 1,626           | 1.36     | 1.29 - 1.50 1 lb bag               | 554             | 1.44     |
| Carrots, baby organic   | 1.49 - 2.00 1lb bag                | 740             | 1.79     | 1.50 1lb bag                 | 10              | 1.50     | 1.29 - 2.00 1lb bag                | 246             | 1.85     |
| Celery                  | 0.98 - 1.79 each                   | 923             | 1.69     | 0.98 - 1.79 each             | 246             | 1.52     | 1.69 each                          | 20              | 1.69     |
| Corn                    |                                    |                 |          |                              |                 |          |                                    |                 |          |
| Cucumbers               | 0.33 - 0.75 each                   | 781             | 0.70     | 0.44 - 0.68 each             | 625             | 0.51     | 0.44 - 0.69 each                   | 687             | 0.58     |
| Lettuce, iceberg        | 0.98 - 1.00 each                   | 279             | 0.99     | 0.99 - 1.00 each             | 6               | 0.99     | 0.98 each                          | 30              | 0.98     |
| Lettuce, romaine        |                                    |                 |          | 1.50 each                    | 11              | 1.50     | 1.50 each                          | 32              | 1.50     |
| Mushrooms, w white      | 1.50 - 2.00 8 oz pkg               | 888             | 1.89     | 1.48 - 2.00 8 oz pkg         | 253             | 1.75     | 1.48 - 1.79 8 oz pkg               | 826             | 1.53     |
| Onions, yellow          | 0.98 - 2.49 3 lb bag               | 517             | 2.02     | 1.49 - 2.49 3 lb bag         | 172             | 1.84     | 1.00 - 1.88 3 lb bag               | 246             | 1.43     |
| Onions, sw eet yellow   | 0.78 - 1.69                        | 692             | 1.11     | 0.78 - 1.69                  | 2,167           | 0.99     | 0.98 - 1.00                        | 198             | 0.99     |
| Peppers, bell green     | 0.63 - 1.00 each                   | 398             | 0.79     | 0.63 - 1.00 each             | 1,084           | 0.69     | 0.99 each                          | 13              | 0.99     |
| Peppers, bell green     | 1.18 - 1.99                        | 480             | 1.80     |                              |                 |          | 1.69                               | 32              | 1.69     |
| Peppers, bell red       | 1.00 each                          | 153             | 1.00     | 1.00 - 2.00 each             | 333             | 1.66     | 0.99 - 1.67 each                   | 287             | 1.64     |
| Peppers, bell red       | 2.99                               | 128             | 2.99     | 2.99                         | 2               | 2.99     | 2.49 - 2.99                        | 178             | 2.80     |
| Potatoes, russet        | 0.99 - 3.49 5 lb bag               | 505             | 2.25     | 1.49 - 3.49 5 lb bag         | 231             | 2.40     | 1.48 - 2.50 5 lb bag               | 95              | 2.03     |
| Squash, zucchini        | 0.79 - 1.49                        | 899             | 1.09     | 0.99 - 1.39                  | 1,519           | 1.12     | 1.19                               | 32              | 1.19     |
| Sw eet potatoes         | 0.48 - 1.00                        | 835             | 0.81     | 0.39 - 0.99                  | 329             | 0.67     | 0.59 - 0.69                        | 140             | 0.61     |
| Tomatoes                | 0.98 - 2.49                        | 185             | 2.24     | 1.49                         | 108             | 1.49     | 1.79 - 1.99                        | 50              | 1.87     |
| Tomatoes, organic       |                                    |                 |          |                              |                 |          | 1.99                               | 11              | 1.99     |
| Tomatoes on the vine    | 1.50 - 2.99                        | 777             | 2.38     | 0.88 - 2.49                  | 800             | 1.23     | 0.96 - 2.99                        | 911             | 1.62     |
| Tomatoes, grape         | 1.50 - 2.50 1 pint                 | 598             | 2.30     | 1.50 - 2.50 1 pint           | 1,183           | 1.55     |                                    |                 |          |
| Tomatoes, grape organic | 2.99 - 3.49 1 pint                 | 512             | 3.24     | 2.99 - 3.50 1 pint           | 72              | 3.42     | 3.00 1 pint                        | 248             | 3.00     |

Wtd Avg = Simple weighted average

Prices are in dollars per pound unless otherwise stated.



| Region                  | SOUTH CENTRAL U.S.        |                 |          | SOUTHWEST U.S.       |                 |          | NORTHWEST U.S.       |                 |          |
|-------------------------|---------------------------|-----------------|----------|----------------------|-----------------|----------|----------------------|-----------------|----------|
| States                  | (AR,CO,KS,LA,MO,NM,OK,TX) |                 |          | (AZ,CA,NV,UT)        |                 |          | (ID,MT,OR,WA,WY)     |                 |          |
| Vegetable               | Price Range               | Stores with Ads | Wtd. Avg | Price Range          | Stores with Ads | Wtd. Avg | Price Range          | Stores with Ads | Wtd. Avg |
| Asparagus               | 1.77 - 2.99               | 529             | 2.52     | 0.99 - 2.99          | 157             | 1.36     | 1.48 - 3.49          | 390             | 2.54     |
| Beans, round green      | 0.97 - 1.79               | 542             | 1.28     |                      |                 |          | 1.49                 | 287             | 1.49     |
| Broccoli                |                           |                 |          | 0.97 per bunch       | 9               | 0.97     |                      |                 |          |
| Broccoli, organic       |                           |                 |          |                      |                 |          |                      |                 |          |
| Cabbage                 | 0.33 - 0.50               | 796             | 0.44     | 0.20 - 0.33          | 87              | 0.31     | 0.28 - 0.49          | 74              | 0.43     |
| Carrots, baby           | 1.00 - 1.50 1 lb bag      | 216             | 1.19     | 0.99 - 1.29 1 lb bag | 56              | 1.05     | 1.00 - 1.29 1 lb bag | 97              | 1.12     |
| Carrots, baby organic   |                           |                 |          | 1.25 - 1.58 1lb bag  | 384             | 1.43     |                      |                 |          |
| Celery                  | 0.69 - 1.29 each          | 106             | 1.04     | 0.99 each            | 122             | 0.99     | 0.33 each            | 8               | 0.33     |
| Corn                    | 0.50 each                 | 38              | 0.50     |                      |                 |          |                      |                 |          |
| Cucumbers               | 0.33 - 0.79 each          | 424             | 0.59     | 0.50 - 0.79 each     | 417             | 0.78     | 0.50 - 0.79 each     | 534             | 0.66     |
| Lettuce, iceberg        | 0.78 - 0.79 each          | 38              | 0.79     | 0.67 - 0.99 each     | 533             | 0.77     | 0.99 - 1.49 each     | 92              | 1.26     |
| Lettuce, romaine        | 0.98 - 1.29 each          | 235             | 1.14     | 0.68 - 1.29 each     | 172             | 0.76     | 1.25 each            | 76              | 1.25     |
| Mushrooms, w hite       | 1.00 - 2.00 8 oz pkg      | 484             | 1.47     | 1.99 - 2.00 8 oz pkg | 404             | 1.99     | 1.29 - 2.00 8 oz pkg | 444             | 1.94     |
| Onions, yellow          | 1.00 - 2.29 3 lb bag      | 231             | 1.76     | 1.00 - 1.99 3 lb bag | 335             | 1.90     | 1.99 3 lb bag        | 16              | 1.99     |
| Onions, sw eet yellow   | 0.50 - 1.00               | 349             | 0.92     | 0.25 - 0.79          | 120             | 0.47     | 0.59 - 1.00          | 129             | 0.70     |
| Peppers, bell green     | 0.50 - 1.00 each          | 364             | 0.64     | 0.50 - 0.69 each     | 261             | 0.62     | 0.50 - 1.00 each     | 251             | 0.82     |
| Peppers, bell green     |                           |                 |          | 0.50 - 0.99          | 46              | 0.77     |                      |                 |          |
| Peppers, bell red       | 0.78 - 1.00 each          | 133             | 0.91     |                      |                 |          | 1.50 each            | 88              | 1.50     |
| Peppers, bell red       |                           |                 |          | 0.19 - 2.49          | 313             | 1.95     |                      |                 |          |
| Potatoes, russet        | 0.88 - 1.59 5 lb bag      | 86              | 1.53     | 0.88 - 1.99 5 lb bag | 378             | 1.92     | 0.88 - 1.29 5 lb bag | 143             | 1.14     |
| Squash, zucchini        | 0.88 - 1.39               | 542             | 1.02     | 0.99                 | 332             | 0.99     | 0.98                 | 11              | 0.98     |
| Sw eet potatoes         | 0.58 - 1.00               | 241             | 0.95     | 0.33 - 0.79          | 128             | 0.56     | 0.33 - 0.88          | 13              | 0.54     |
| Tomatoes                | 0.99 - 2.00               | 54              | 1.44     | 1.69 - 2.00          | 172             | 1.93     | 0.98 - 2.00          | 106             | 1.51     |
| Tomatoes, organic       |                           |                 |          |                      |                 |          |                      |                 |          |
| Tomatoes on the vine    | 1.98 - 2.50               | 227             | 2.18     | 0.87 - 2.50          | 468             | 1.26     | 1.29 - 2.49          | 638             | 2.09     |
| Tomatoes, grape         |                           |                 |          | 2.50 1 pint          | 21              | 2.50     | 2.50 1 pint          | 41              | 2.50     |
| Tomatoes, grape organic |                           |                 |          |                      |                 |          |                      |                 |          |

Wtd Avg = Simple weighted average  
 Prices are in dollars per pound unless otherwise stated.



## Weekly Snapshot of Organic Retail Features

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| Item                        | Unit of Sale     | Price range |
|-----------------------------|------------------|-------------|
| Apples, Braeburn            | Per pound        | 1.29 -1.69  |
| Apples, Cameo               | Per pound        | 0.99 -1.69  |
| Apples, Fuji                | Per pound        | 0.98 -1.69  |
| Apples, Fuji                | 3 pound bag      | 2.99        |
| Apples, Gala                | Per pound        | 1.00 -1.99  |
| Apples, Gala                | 3 pound bag      | 2.99 -3.99  |
| Apples, Gala                | 3 count package  | 2.69        |
| Apples, Gala                | 4 count package  | 2.99        |
| Apples, Granny Smith        | Per pound        | 0.99 -1.69  |
| Apples, Granny Smith        | 3 pound bag      | 2.99        |
| Apples, Honeycrisp          | Per pound        | 2.49        |
| Apples, Pink Lady           | Per pound        | 1.49        |
| Apples, Red Delicious       | Per pound        | 1.49 -1.69  |
| Apples, Red Delicious       | 3 pound bag      | 2.99 -3.99  |
| Apples, Red Delicious       | 4 count package  | 2.99        |
| Avocados, Hass              | Each             | 0.97 -2.50  |
| Avocados, Hass              | 3 count bag      | 3.99        |
| Beets, Red                  | Per bunch        | 1.49        |
| Broccoli                    | Each             | 2.49        |
| Broccoli                    | Per pound        | 1.49 -1.69  |
| Broccoli, Baby Hybrid Type  | Each             | 1.98 -1.99  |
| Broccoli, Baby Hybrid Type  | Per pound        | 1.99        |
| Cabbage                     | Per pound        | 0.89        |
| Carrots                     | Per pound        | 0.99        |
| Carrots                     | 2 pound bag      | 2.00        |
| Carrots, Bunched, with Tops | Each             | 0.89        |
| Cauliflower                 | Per pound        | 1.59        |
| Cauliflower                 | Each             | 1.59 -1.99  |
| Celery                      | Each             | 0.99 -1.69  |
| Celery                      | Per pound        | 0.99        |
| Celery Hearts               | 16 ounce package | 1.99 -2.99  |
| Celery Hearts               | 2 count package  | 1.99        |
| Cranberries                 | 4 ounce package  | 4.99        |
| Grapes, Seedless, Green     | Per pound        | 1.99        |
| Grapes, Seedless, Red       | Per pound        | 1.99 -2.99  |
| Kiwifruit                   | Each             | 0.50 -0.75  |



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| Item                                | Unit of Sale        | Price range |
|-------------------------------------|---------------------|-------------|
| Leeks                               | Per pound           | 1.49        |
| Lettuce, Iceberg                    | Each                | 1.99 -1.49  |
| Lettuce, Red or Green Leaf          | Each                | 1.50        |
| Lettuce, Romaine                    | 12 ounce package    | 2.99        |
| Lettuce, Romaine Hearts             | 12 ounce package    | 2.49 -2.50  |
| Lettuce, Romaine Hearts             | 3 count package     | 1.29 -2.69  |
| Lettuce, Romaine Hearts             | Each                | 2.99        |
| Lettuce, Romaine, Baby              | 5 ounce package     | 2.50        |
| Lettuce, Romaine, Baby              | 11 ounce package    | 5.99        |
| Lettuce, Romaine, Baby              | 16 ounce package    | 4.99 -6.99  |
| Mangoes                             | Each                | 1.79        |
| Miscellaneous Citrus, Satsuma       | Each                | 1.49        |
| Miscellaneous Herbs, Dry Eschallots | Per pound           | 1.99        |
| Mushrooms, Whole White              | 6 ounce package     | 2.00        |
| Mushrooms, Whole White              | 8 ounce package     | 2.99        |
| Onions, Dry, Yellow                 | Per pound           | 0.79 -1.29  |
| Onions, Dry, Yellow                 | 3 pound bag         | 1.99 -2.99  |
| Oranges, Navel                      | Per pound           | 1.99        |
| Pears, Asian                        | Each                | 1.99        |
| Pears, Bartlett                     | Per pound           | 0.77 -1.39  |
| Pears, Bosc                         | Per pound           | 1.29 -1.49  |
| Pears, Comice                       | Per pound           | 1.49 -1.99  |
| Pears, Concorde                     | Per pound           | 1.49        |
| Pears, D'Anjou                      | Per pound           | 0.99 -2.99  |
| Pears, D'Anjou                      | 3 count package     | 2.99        |
| Pears, Red                          | Per pound           | 1.29        |
| Persimmons, Fuyu                    | Each                | 0.33        |
| Potatoes, Fingerling                | 1.5 pound bag       | 2.99        |
| Potatoes, Fingerling                | 3 pound bag         | 3.49        |
| Potatoes, Round Red                 | Per pound           | 1.29        |
| Potatoes, Russet                    | Per pound           | 0.69        |
| Potatoes, Russet                    | 5 pound bag         | 2.49 -2.99  |
| Potatoes, Yellow Type               | Per pound           | 1.29        |
| Raspberries                         | 6 ounce package     | 2.99        |
| Salad, Mixed Types                  | 5-9 ounce package   | 2.00 -3.49  |
| Salad, Mixed Types                  | 10-12 ounce package | 3.99 -5.99  |



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| Item                  | Unit of Sale     | Price range |
|-----------------------|------------------|-------------|
| Salad, Mixed Types    | 16 ounce package | 3.99 -5.99  |
| Spinach, Baby Type    | 5 ounce package  | 2.50 -3.99  |
| Spinach, Baby Type    | 11 ounce package | 5.99        |
| Spinach, Baby Type    | 16 ounce package | 3.99 -6.99  |
| Squash, Acorn         | Per pound        | 0.99 -1.49  |
| Squash, Butternut     | Per pound        | 0.99 -1.49  |
| Squash, Delicata      | Per pound        | 0.99        |
| Squash, Spaghetti     | Per pound        | 0.99        |
| Squash, Zucchini      | Per pound        | 1.49        |
| Sweet Potatoes        | Per pound        | 1.49        |
| Sweet Potatoes        | 3 pound bag      | 4.99        |
| Tomatoes, Heirloom    | Per pound        | 3.99        |
| Tomatoes, On-the-Vine | Per pound        | 2.99        |
| Tomatoes, Vine Ripes  | Per pound        | 3.49        |