



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>

Volume III – Number 46 (Corrected Copy)

Issued Weekly

Friday, November 20, 2009

Southwest U.S. Regional data has been corrected. This affected pages 1,2,3,5 and 7.

## Advertised Prices for Fruits & Vegetables at Major Retail Supermarket Outlets 11/14 to 12/01<sup>1, 2</sup>

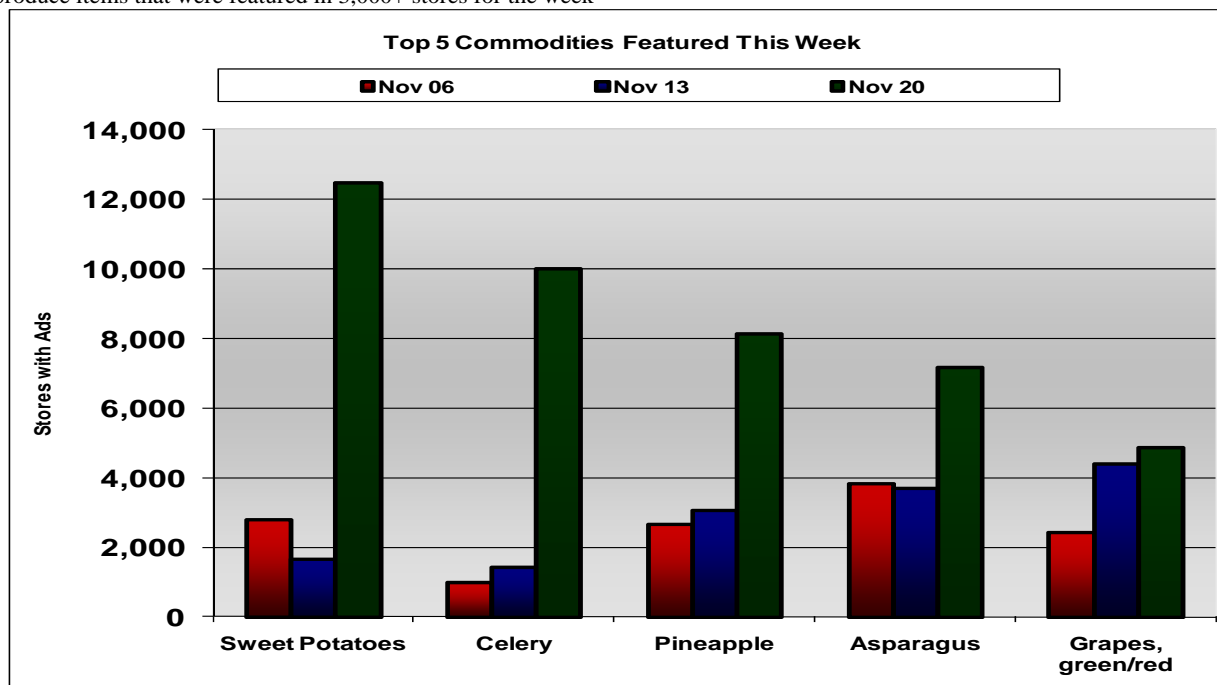
### Thanksgiving Promotions in Full Swing

Turkey, trimmings and decorations for holiday meals were the focus this week. Many retailers altered their ad schedules to fit around the holiday with no new ads coming out until after Thanksgiving. Thanksgiving table centerpieces, holiday pantry staples and recipe suggestions were also widely featured. Cranberries and sweet potatoes were the top produce items featured.

Sweet potatoes, celery, pineapple, asparagus and grapes were the top five overall items. Retail ads overall were up 13% from the previous week. Green beans and tomatoes on-the-vine rounded out the vegetable top five. If all packages of russet potatoes were counted as one item then russets would have been the 4th in the vegetable top five and 5<sup>th</sup> overall. If all counts of navel oranges were counted as one item then oranges would have been 2<sup>nd</sup> in the fruit top five and 4<sup>th</sup> in the overall. Navel Oranges, Clementines and avocados completed the top five fruit items. The top five fruit items accounted for 67% of all fruit ads this week while the top five vegetable ads accounted for 60% of all vegetable ads.

Two of the five **fruits** in the major ad items category for the week were higher priced than the same week a year ago. Navel oranges, with season just getting underway, were 19% above last year and grapes were 2% above last year. Hass Avocados were 20% less expensive, pineapples were 9% lower and Clementines were 6% lower in weighted average price than last year.

Sweet potatoes in the pre-Thanksgiving holiday period were 30% less expensive than last year, along with celery 39%, round green beans 28% and asparagus 7% lower in price. Of the other 3 **vegetables** that were major ad items for this week, celery at 99 cents was 36% lower and asparagus was 7% cheaper. Only carrots, mushrooms and on-the-vine tomatoes were higher in price. As used here, major ad items are defined as being regularly surveyed produce items that were featured in 3,000+ stores for the week

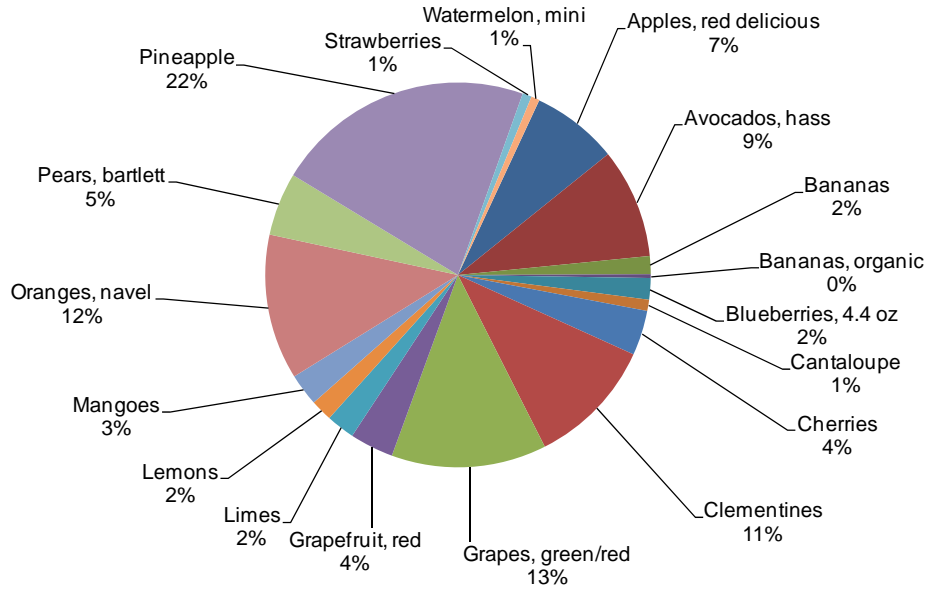


1 - Fruit and Vegetable Market News surveys more than 200 retailers, comprising roughly 17,000 individual stores, with online weekly advertised features.

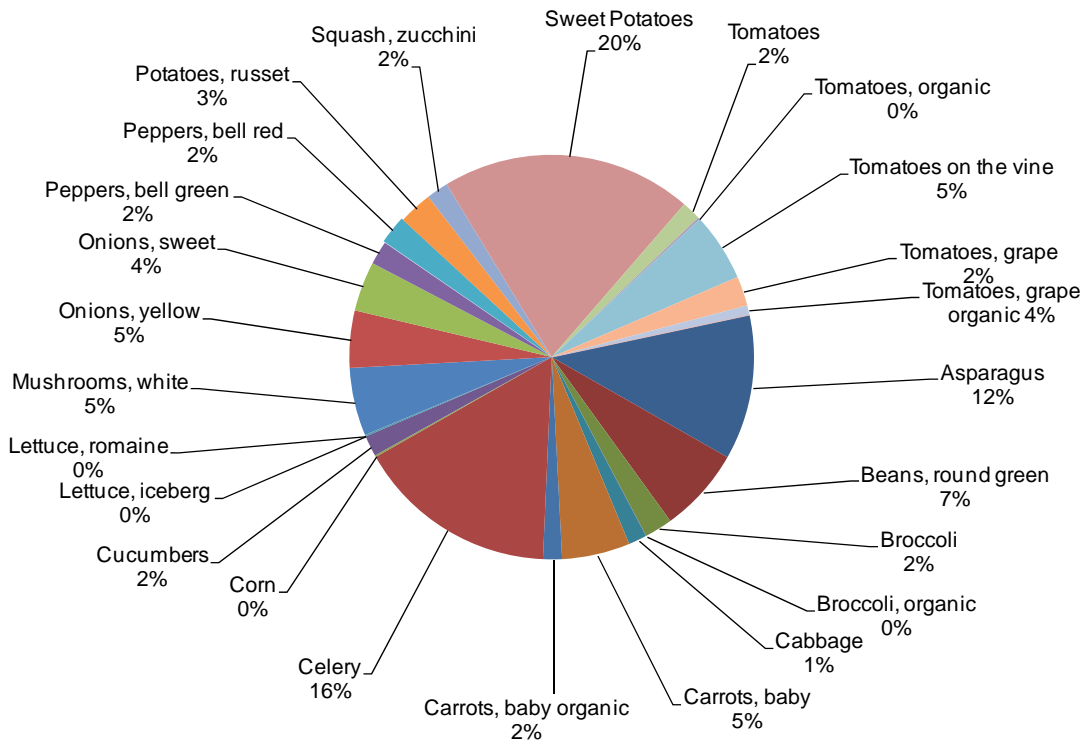
2 - Some retailers altered their normal ad schedules due to the Thanksgiving holiday. This week's data includes ads which were extended for the holiday and is reflected in the date range shown above.



**Fruits as Percentage of Total Fruit Ads  
November 20, 2009**



**Vegetables as Percentage of Total Vegetable Ads  
November 20, 2009**





**NATIONAL SUMMARY**

FRUIT	THIS WEEK		LAST WEEK		LAST YEAR		VEGETABLE	THIS WEEK		LAST WEEK		LAST YEAR	
	Stores with Ads	Wtd Avg Prices	Stores with Ads	Wtd Avg Prices	Stores with Ads	Wtd Avg Prices		Stores with Ads	Wtd Avg Prices	Stores with Ads	Wtd Avg Prices	Stores with Ads	Wtd Avg Prices
Apples, red delicious	2,727	1.07	2,379	1.05	2,462	1.26	Asparagus	7,200	2.48	3,714	2.27	7,988	2.67
Avocados, hass each	3,440	1.12	5,114	0.92	3,083	1.40	Beans, round green	4,226	1.23	2,983	1.25	5,282	1.70
Bananas	565	0.43	2,053	0.40	547	0.53	Broccoli per bunch	1,382	1.53	922	1.83	2,089	1.83
Bananas, organic	114	0.75	199	0.74	12	0.88	Broccoli, organic per bunch	16	2.27				
Blueberries 4.4 oz	676	2.73	1,191	2.74	4,992	2.83	Cabbage	909	0.41	1,876	0.43	831	0.42
Cantaloupe each	351	2.35	552	2.09	95	2.49	Carrots, baby 1 lb bag	3,387	1.43	3,263	1.37	4,399	1.38
Cherries	1,406	5.57	144	5.99	1,823	5.46	Carrots, baby organic 1 lb bag	939	1.73	1,380	1.70	1,066	1.78
Clementines 5lb pkg	4,034	5.67	3,134	5.74	5,691	6.04	Celery each	10,015	0.95	1,425	1.54	8,442	1.56
Grapes, green/red	4,878	1.88	4,358	1.87	7,912	1.84	Corn each	82	0.28	38	0.50	21	0.56
Grapefruit, red each	1,376	0.73	4,406	0.85	1,789	0.80	Cucumbers each	1,034	0.59	3,468	0.63	681	0.67
Honeydew each			348	2.77			Lettuce, iceberg each	70	0.93	978	0.89	81	0.97
Limes each	898	0.24	1,353	0.17	787	0.31	Lettuce, romaine each	5	0.97	526	1.06	68	1.03
Lemons each	676	0.44	1,046	0.48	470	0.55	Mushrooms, white 8 oz pkg	3,388	1.85	3,299	1.75	3,120	1.62
Mangoes each	1,010	0.86	4,545	1.05	592	1.43	Onions, yellow 3 lb bag	2,842	1.75	1,517	1.84	3,469	1.99
Nectarines, yellow flesh							Onions, sweet yellow	2,472	0.93	3,655	0.98	1,086	1.17
Oranges, navel each	4,555	0.70	1,934	0.73	3,101	0.59	Peppers, bell green each	869	0.78	2,371	0.71	1,296	0.86
Pears, bartlett	1,980	1.21	4,399	1.05	1,416	1.38	Peppers, bell green	305	1.63	558	1.71	279	1.54
Peaches, yellow flesh							Peppers, bell red each	825	1.04	994	1.44	344	1.46
Pineapple each	8,157	3.02	3,074	3.02	7,848	3.31	Peppers, bell red	599	1.98	621	2.41	849	2.55
Plums							Potatoes, russet 5 lb bag	1,685	1.79	1,438	2.02	2,497	2.76
Strawberries 1 lb pkg	288	3.74	324	3.23	675	3.70	Squash, zucchini	1,080	1.07	3,335	1.08	1,247	1.26
Strawberries, organic 1 lb pkg							Sweet potatoes	12,482	0.55	1,686	0.77	12,912	0.79
Watermelon, miniature each	265	3.89	729	2.72	277	3.68	Tomatoes	957	2.20	675	1.84	61	1.74
Watermelon, seedless each			11	2.00	20	1.50	Tomatoes, organic	99	1.49	11	1.99		2.99
							Tomatoes on the vine	3,399	2.27	3,821	1.76	4,447	2.08
							Tomatoes, grape 1 pint	1,468	2.25	1,843	1.82	1,173	2.35
							Tomatoes, grape organic 1 pint	486	2.99	832	3.19	434	3.13

**Selected Seasonal and Other Weekly Items**

ITEM	THIS WEEK		LAST WEEK		ITEM	THIS WEEK		LAST WEEK	
	Stores with Ads	Wtd Avg Prices	Stores with Ads	Wtd Avg Prices		Stores with Ads	Wtd Avg Prices	Stores with Ads	Wtd Avg Prices
Mums 6-in pot	3,587	8.99	2,914	8.97	Round Red Potatoes 5 lb bag	1,464	2.87	722	2.72
Pomegranates each	3,007	2.19	6,164	2.10	Navel Oranges per lb	3,111	0.89	2,473	0.88
Cranberries 12 oz bag	10,237	2.07	3,811	2.23	D'Anjou Pears per lb	2,375	1.26	3,604	1.10
Russet Potatoes per lb	1,184	0.76	1,843	0.63	Gala Apples per lb	2,090	1.22	5,445	1.10
Russet Potatoes 10 lb bag	4,026	2.06	2,180	2.73	Raspberries 6 oz	2,672	2.69	3,021	2.49

**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	0.79 - 1.99	957	1.18	0.79 - 1.88	379	1.36	0.99 - 1.29	390	1.02
Avocados, hass	0.79 - 1.50 each	546	1.10	0.99 - 1.50 each	145	1.16	0.50 - 1.50 each	487	0.98
Bananas	0.50 - 0.59	140	0.52				0.39	88	0.39
Bananas, organic	0.99	57	0.99	0.39	29	0.39	0.59	21	0.59
Blueberries									
Cantaloupe							2.00 - 2.50 each	344	2.36
Cherries	4.99 - 5.99	502	5.00	4.99 - 5.99	817	5.79			
Clementines	3.99 - 6.99 5lb container	1,645	5.11	4.44 - 7.99 5lb container	537	6.22	5.49 - 7.99 5lb container	224	5.86
Grapes, green/red	0.99 - 2.49	1,049	2.07	1.28 - 2.49	2,042	1.95	1.48 - 2.79	258	1.88
Grapefruit, red	0.40 - 1.50 each	709	0.74						
Honeydew									
Limes	0.19 - 0.34 each	412	0.26	0.09 - 0.33 each	138	0.28	0.25 - 0.50 each	116	0.29
Lemons	0.50 - 0.66 each	106	0.59				0.33 - 0.79 each	300	0.62
Mangoes	0.67 - 0.99 each	275	0.74	0.75 - 1.50 each	279	1.04	0.50 - 0.99 each	187	0.81
Nectarines									
Oranges, navel	0.34 - 1.29 each	1,443	0.75	0.50 - 0.99 each	2,370	0.71	0.31 - 1.00 each	373	0.86
Pears, bartlett	1.29 - 1.69	653	1.44	0.98 - 1.59	914	1.14	0.97 - 1.29	172	1.01
Peaches									
Pineapple	2.50 - 3.99 each	1,617	3.04	2.99 - 3.99 each	3,571	3.07	2.48 - 3.99 each	1,334	3.09
Plums									
Straw berries	3.49 - 3.99 16 oz pkg	211	3.81	3.50 - 3.99 16 oz pkg	23	3.71			
Straw berries, organic									
Watermelon, miniature	3.99 each	211	3.99						
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	0.78 - 1.29	326	0.94	0.33 - 1.00	663	0.85	0.98	12	0.98	
Avocados, hass	0.50 - 2.50 each	788	1.18	0.17 - 1.99 each	1,224	1.03	0.47 - 1.99 each	250	1.73	
Bananas	0.33 - 0.59	153	0.43	0.33 - 0.49	184	0.37				
Bananas, organic				0.79	7	0.79				
Blueberries	2.00 - 2.99 4.4 oz	235	2.94	1.99 - 2.99 4.4 oz	441	2.61				
Cantaloupe				2.00 each	7	2.00				
Cherries	6.99	79	6.99	4.99	8	4.99				
Clementines	3.99 - 7.99 5lb container	844	6.46	3.99 - 7.99 5lb container	773	5.57	4.99 5lb container	11	4.99	
Grapes, green/red	0.17 - 2.50	698	1.77	0.77 - 2.50	679	1.45	1.59 - 2.99	152	2.00	
Grapefruit, red	0.29 - 1.25 each	660	0.73	0.50 each	7	0.50				
Honeydew										
Limes	0.07 each	84	0.07	0.17 each	132	0.17	0.20 each	16	0.20	
Lemons	0.16 - 0.25 each	122	0.19	0.17 each	132	0.17	0.20 each	16	0.20	
Mangoes	0.99 each	193	0.99	0.33 - 0.99 each	76	0.46				
Nectarines										
Oranges, navel	0.12 - 0.50 each	369	0.30							
Pears, bartlett	0.99 - 1.19	118	1.07	0.99 - 1.00	123	1.00				
Peaches										
Pineapple	0.99 - 3.99 each	917	2.83	0.79 - 3.00 each	328	2.75	2.99 - 3.00 each	390	2.99	
Plums										
Straw berries	3.49 16 oz pkg	54	3.49							
Straw berries, organic										
Watermelon, miniature	3.49 each	54	3.49							
Watermelon, seedless										

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)		
Vegetable	Price Range	Stores with Ads	Wtd. Avg	Price Range	Stores with Ads	Wtd. Avg	Price Range	Stores with Ads	Wtd. Avg
Asparagus	1.88 - 2.99	2,029	2.59	1.29 - 2.99	1,581	2.37	1.49 - 2.99	611	2.38
Beans, round green	0.99 - 1.79	787	1.45	0.98 - 1.69	1,105	1.16	0.99	432	0.99
Broccoli	0.99 per bunch	106	0.99	0.99 - 2.50 per bunch	352	1.55	1.25 - 1.88 per bunch	803	1.60
Broccoli, organic									
Cabbage	0.39	168	0.39	0.29 - 0.50	519	0.48			
Carrots, baby	0.99 - 1.67 1 lb bag	1,031	1.32	0.99 - 1.69 1 lb bag	525	1.53	0.99 - 1.50 1 lb bag	576	1.48
Carrots, baby organic	1.69 - 2.00 1lb bag	500	1.99						
Celery	0.69 - 2.49 each	1,602	1.43	0.69 - 1.89 each	2,782	0.90	0.48 - 1.50 each	1,428	0.96
Corn									
Cucumbers	0.67 - 0.75 each	482	0.69	0.50 each	214	0.50	0.69 each	80	0.69
Lettuce, iceberg									
Lettuce, romaine									
Mushrooms, w hite	0.99 - 2.00 8 oz pkg	1,094	1.79	1.50 - 2.00 8 oz pkg	434	1.78	0.89 - 2.00 8 oz pkg	379	1.56
Onions, yellow	1.50 - 2.50 3 lb bag	450	2.16	1.29 - 3.00 3 lb bag	806	1.95	0.99 - 1.99 3 lb bag	880	1.30
Onions, sw eet yellow	0.78 - 1.29	240	0.96	0.78 - 0.99	480	0.89	0.78 - 0.99	382	0.96
Peppers, bell green				0.63 - 0.65 each	138	0.64	0.88 - 0.99 each	363	0.96
Peppers, bell green	1.28 - 1.79	184	1.68				1.69	96	1.69
Peppers, bell red	1.00 - 1.49 each	195	1.11	0.98 - 1.49 each	134	1.08	1.00 - 1.50 each	195	1.25
Peppers, bell red	1.99	211	1.99				1.99 - 2.99	116	2.16
Potatoes, russet	1.29 - 3.00 5 lb bag	425	1.77	1.50 - 3.00 5 lb bag	322	2.62	0.68 - 2.49 5 lb bag	456	1.61
Squash, zucchini	0.99	211	0.99	0.98 - 1.59	636	1.12			
Sw eet potatoes	0.29 - 1.29	2,469	0.62	0.29 - 0.79	4,146	0.43	0.28 - 1.19	908	0.48
Tomatoes	2.99	260	2.99	0.89 - 1.79	488	1.73			
Tomatoes, organic							1.49	99	1.49
Tomatoes on the vine	1.99 - 2.99	870	2.28	1.98 - 2.69	520	2.34	1.69 - 2.99	729	2.27
Tomatoes, grape	2.00 - 2.50 1 pint	826	2.33	2.00 - 2.50 1 pint	176	2.22	1.50 - 2.48 1 pint	163	2.01
Tomatoes, grape organic	2.98 - 2.99 1 pint	427	2.99	2.99 - 3.00 1 pint	59	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	0.99 - 2.99	1,009	2.49	0.99 - 3.33	1,410	2.46	1.38 - 2.99	560	2.60
Beans, round green	0.98 - 1.50	786	1.22	0.68 - 1.99	1,005	1.17	1.49 - 1.98	111	1.83
Broccoli	1.29 - 1.99 per bunch	121	1.52						
Broccoli, organic				1.99 - 2.49 per bunch	16	2.27			
Cabbage	0.29 - 0.50	91	0.31	0.16 - 0.50	131	0.25			
Carrots, baby	0.77 - 2.99 1 lb bag	439	2.20	0.77 - 1.50 1 lb bag	671	1.03	0.99 - 1.50 1 lb bag	145	1.11
Carrots, baby organic				1.50 1lb bag	305	1.50	1.25 - 1.50 1lb bag	134	1.28
Celery	0.33 - 1.29 each	1,529	0.87	0.33 - 1.19 each	2,135	0.78	0.30 - 1.00 each	539	0.58
Corn				0.25 - 0.33 each	82	0.28			
Cucumbers	0.39 - 0.77 each	65	0.47	0.20 - 0.79 each	153	0.40	0.50 - 0.69 each	40	0.58
Lettuce, iceberg	0.89 each	38	0.89	0.97 each	32	0.97			
Lettuce, romaine	0.97 each	5	0.97						
Mushrooms, w hite	1.28 - 2.00 8 oz pkg	496	1.83	0.99 - 2.50 8 oz pkg	837	2.13	1.50 - 2.00 8 oz pkg	148	1.77
Onions, yellow	0.99 - 2.00 3 lb bag	568	1.86	0.98 - 1.99 3 lb bag	126	1.66	1.00 3 lb bag	12	1.00
Onions, sw eet yellow	0.69 - 1.00	347	0.85	0.17 - 0.99	588	0.96	0.88 - 1.00	435	0.98
Peppers, bell green	0.33 - 1.00 each	368	0.66						
Peppers, bell green				0.99	25	0.99			
Peppers, bell red	1.00 each	79	1.00	0.79 each	222	0.79			
Peppers, bell red				0.99 - 1.99	272	1.90			
Potatoes, russet	1.50 - 2.49 5 lb bag	197	2.07	0.58 - 1.99 5 lb bag	246	0.91	1.49 5 lb bag	39	1.49
Squash, zucchini	1.00	4	1.00	0.99	229	0.99			
Sw eet potatoes	0.19 - 1.00	1,712	0.52	0.20 - 1.29	2,415	0.68	0.33 - 1.00	832	0.75
Tomatoes	0.99 - 1.79	93	1.44	2.99	116	2.99			
Tomatoes, organic									
Tomatoes on the vine	1.29 - 2.50	275	1.93	1.68 - 2.99	783	2.33	1.88 - 2.49	222	2.35
Tomatoes, grape	2.00 - 2.99 1 pint	156	2.37	1.99 - 2.00 1 pint	28	1.99	1.99 1 pint	119	1.99
Tomatoes, grape organic									

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



## Weekly Snapshot of Organic Retail Features

This supplemental report is a list of other organic items found in the retail ads of those stores surveyed as part of the National Fruit and Vegetable Report. The prices shown are the range of prices encountered and are not weighted average prices. Descriptions of the items are largely as shown in the retail ads. Prices are in dollars.

Item	Unit of Sale	Price range
Apples, Braeburn	Per pound	0.99 -1.49
Apples, Empire	Per pound	1.49
Apples, Gala	Per pound	0.99 -1.99
Apples, Gala	3 pound bag	2.49
Apples, Gala	4 count package	2.99
Apples, Golden Delicious	Per pound	0.79 -1.69
Apples, Golden Delicious	3 pound bag	2.99
Apples, Honeycrisp	Per pound	1.49 -1.99
Apples, Jonagold	Per pound	1.49
Apples, Red Delicious	Per pound	0.98 -1.99
Apples, Red Delicious	3 pound bag	2.98
Apples, Red Delicious	4 count package	2.99
Avocados, Hass	Each	0.98 -1.25
Broccoli, Baby Hybrid Type	Each	1.99
Carrots	Per pound	0.99 -1.89
Carrots	2 pound bag	2.00
Cauliflower	Each	1.99
Celery	3 count package	2.50
Celery	Per pound	0.69 -0.79
Celery	Each	0.99 -2.50
Celery Hearts	16 ounce package	1.98 -2.49
Celery Hearts	2 count package	1.99 -2.99
Cranberries	4 ounce package	4.99
Cranberries	7 ounce package	2.50 -3.98
Cranberries	8 ounce package	3.48
Cranberries	16 ounce package	4.99
Grapes, Seedless, Red	Per pound	2.99
Herbs, Assorted Varieties	.66 ounce package	1.50 -2.00
Lettuce, Romaine Hearts	2 count package	2.50
Lettuce, Romaine Hearts	12 ounce package	3.49
Lettuce, Romaine	5 ounce package	2.50 -3.99
Lettuce, Romaine	11 ounce package	5.99
Lettuce, Romaine	16 ounce package	4.99 -6.99
Mangoes	Each	1.79
Misc. Citrus, Satsuma	Each	1.29
Mushrooms, Crimini	Per pound	3.99



## Weekly Snapshot of Organic Retail Features

This supplemental report is a list of other organic items found in the retail ads of those stores surveyed as part of the National Fruit and Vegetable Report. The prices shown are the range of prices encountered and are not weighted average prices. Descriptions of the items are largely as shown in the retail ads. Prices are in dollars.

Item	Unit of Sale	Price range
Mushrooms, Whole White	8 ounce package	2.00 -3.49
Onions, Green	Per bunch	0.59
Onions, Yellow Type	Per pound	0.68 -1.29
Onions, Yellow Type	3 pound bag	1.99 -3.99
Pears, Bartlett	Per pound	0.77 -1.99
Pears, Bosc	Per pound	1.49
Pears, D'Anjou	Per pound	1.49 -1.99
Pears, D'Anjou	3 count package	2.99
Potatoes, Fingerling	3 pound bag	3.49
Potatoes, Red	2 pound bag	3.69
Potatoes, Russet	Per pound	0.99
Potatoes, Russet	3 pound bag	1.48
Potatoes, Russet	5 pound bag	1.98 -3.99
Potatoes, Yellow Type, Creamers	2 pound bag	3.99
Raspberries	6 ounce package	2.00 -3.00
Salad, Mixed Types	5-9 ounce package	2.00 -3.99
Salad, Mixed Types	10-12 ounce package	4.99 -5.99
Salad, Mixed Types	16 ounce package	3.99 -6.99
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	0.79 -1.49
Squash, Butternut	Per pound	0.79 -1.49
Squash, Delicata	Per pound	0.79
Squash, Spaghetti	Per pound	0.79
Sweet Potatoes	Per pound	0.99 -1.99
Sweet Potatoes	2 pound bag	1.99
Sweet Potatoes	3 pound bag	2.99 -4.99
Tomatoes, Vine Ripes	Per pound	3.49