



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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### Advertised Prices for Fruits & Vegetables at Major Retail Supermarket Outlets 11/28 to 12/10<sup>1, 2</sup>

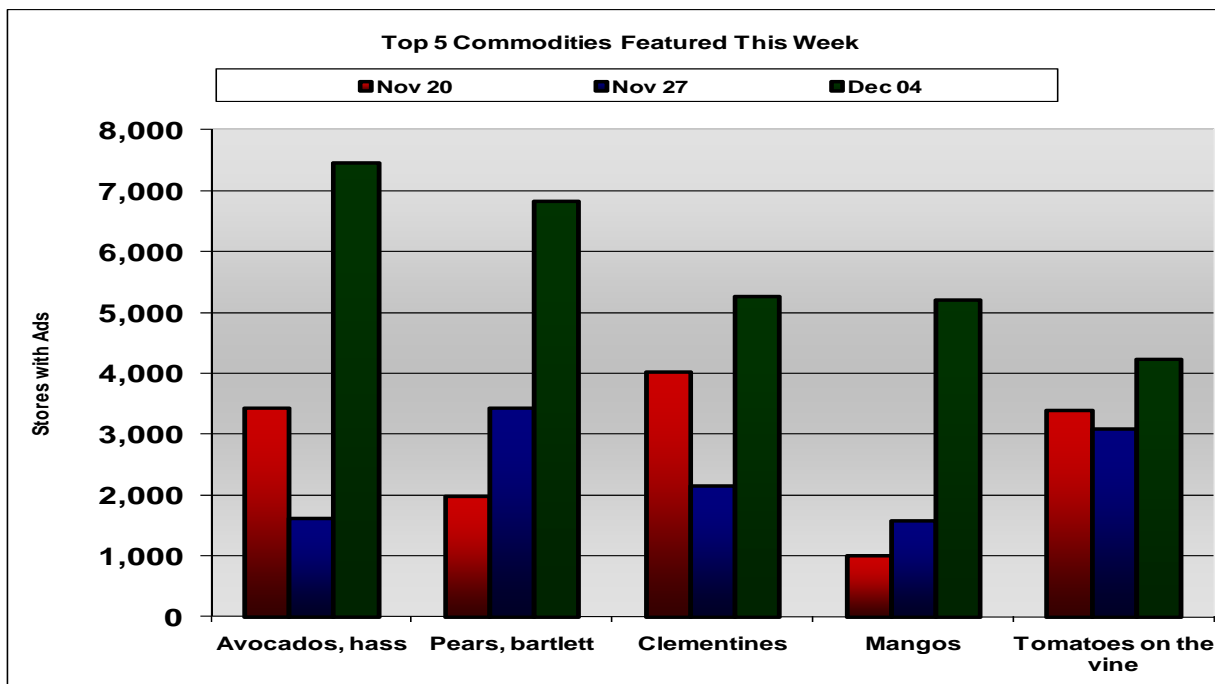
#### Christmas Promotions Gear Up

Most major retail chains kicked off the Christmas season promotions this week. Wreaths, poinsettias, evergreen boughs and gifts were featured in most retail ads this week. Holiday party trays from produce, deli and the bakery departments along with early Hanukkah ads were also highlighted.

Avocados, Bartlett pears, clementines, mangos and tomatoes on-the-vine were the top five overall items. Retail ads overall were up 32% from the previous week. Vegetable ads were up 17 % from the previous week and fruit ads were up 50%. Cabbage, sweet onions, baby carrots and cucumbers rounded out the vegetable top five. Red delicious apples completed the top five fruit items. The top five fruit items accounted for 59% of all fruit ads this week while the top five vegetable ads accounted for 42% of all vegetable ads.

All the major ad items **fruit** category for the week were lower priced than the same week a year ago with the exception of clementines which were 1% higher. Avocados were down by 19%, mangos and red delicious apples were down 17%, grapefruit 10% and Bartlett pears were down 3%.

Of the **vegetable** items that were heavily advertised, cabbage and carrots were both higher this week than the same week last year in weighted average price by 2%. Sweet onions and on-the-vine tomatoes were 12% lower in price and cucumbers were 16% lower 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.

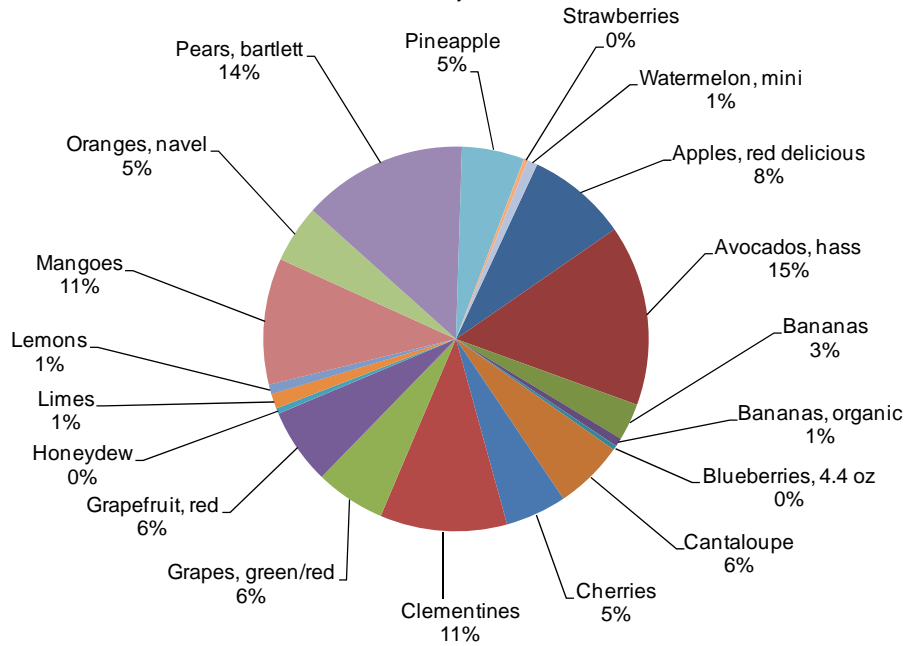


1 - Fruit and Vegetable Market News surveys more than 200 retailers, comprising roughly 17,000 individual stores, with online weekly advertised features.

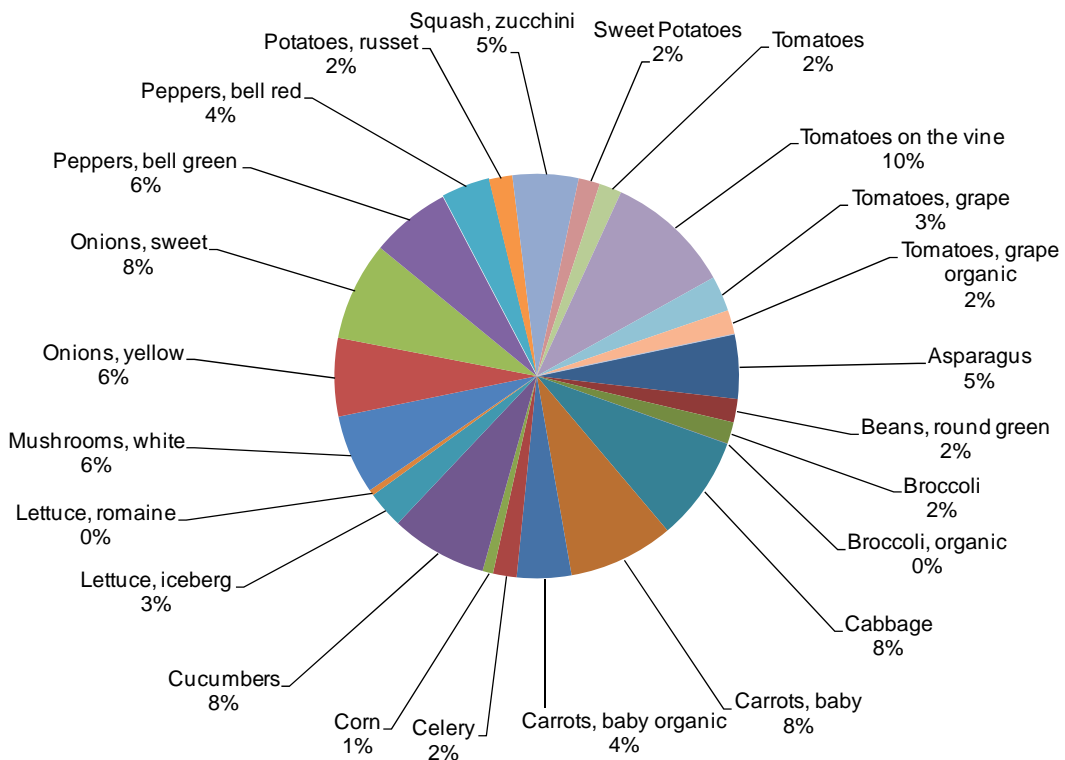
2 – Date range reflects one week of data collection ending on the report release date and encompasses ad pricing good from the Saturday before report release date through the following Thursday.



**Fruits as Percentage of Total Fruit Ads  
December 4, 2009**



**Vegetables as Percentage of Total Vegetable Ads  
December 4, 2009**





**NATIONAL SUMMARY**

	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	4,162	0.98	2,283	1.03	4,730	1.18	Asparagus	2,174	2.87	3,350	2.44	2,008	2.99
Avocados, hass each	7,469	1.00	1,624	0.99	5,922	1.24	Beans, round green	787	1.59	1,773	1.36	1,751	1.69
Bananas	1,536	0.43	1,542	0.40	566	0.48	Broccoli per bunch	733	1.68	1,853	1.78	873	1.73
Bananas, organic	344	0.76	349	0.86	848	0.84	Broccoli, organic per bunch	15	1.83	172	1.91	306	2.70
Blueberries 4.4 oz	183	2.41	308	2.86	5,470	2.59	Cabbage	3,533	0.47	935	0.50	1,916	0.46
Cantaloupe each	2,873	2.31	358	2.45			Carrots, baby 1 lb bag	3,558	1.35	1,278	1.31	3,523	1.33
Cherries	2,537	4.74	1,836	5.10	2,426	5.33	Carrots, baby organic 1 lb bag	1,833	1.68	770	1.56	1,151	1.64
Clementines 5lb pkg	5,271	5.92	2,154	5.90	5,164	5.88	Celery each	797	1.31	3,694	0.96	565	1.34
Grapes, green/red	2,898	1.76	4,412	1.91	6,681	1.77	Corn each	360	0.37	15	0.25	36	0.31
Grapefruit, red each	3,140	0.66	1,091	0.82	3,444	0.73	Cucumbers each	3,256	0.58	1,476	0.67	1,828	0.69
Honeydew each	230	2.44	155	2.50	166	2.99	Lettuce, iceberg each	1,251	1.08	237	0.88	1,447	0.88
Limes each	618	0.25	862	0.24	871	0.28	Lettuce, romaine each	193	1.50	32	0.97	331	1.48
Lemons each	393	0.37	1,844	0.49	686	0.42	Mushrooms, white 8 oz pkg	2,674	1.59	1,418	1.55	2,670	1.51
Mangoes each	5,221	0.92	1,585	0.97	4,066	1.11	Onions, yellow 3 lb bag	2,645	1.78	1,555	1.79	1,756	1.87
Nectarines, yellow flesh					250	3.99	Onions, sweet yellow	3,335	1.00	1,869	0.95	3,897	1.13
Oranges, navel each	2,385	0.64	3,138	0.54	2,543	0.64	Peppers, bell green each	1,405	0.66	101	0.66	1,476	0.83
Pears, bartlett	6,839	1.16	3,431	1.25	4,980	1.20	Peppers, bell green	1,291	1.52	557	1.68	1,187	1.46
Peaches, yellow flesh					250	3.99	Peppers, bell red each	621	1.28	301	1.57	600	1.26
Pineapple each	2,593	3.03	5,151	3.01	3,648	3.68	Peppers, bell red	1,018	2.62	1,242	2.47	1,195	2.97
Plums							Potatoes, russet 5 lb bag	789	1.90	1,187	2.07	1,017	2.17
Strawberries 1 lb pkg	172	2.94	578	2.83	106	3.15	Squash, zucchini	2,226	1.13	696	1.21	629	1.42
Strawberries, organic 1 lb pkg							Sweet potatoes	723	0.76	5,876	0.54	991	0.78
Watermelon, miniature each	413	3.00	260	3.99	560	2.87	Tomatoes	757	2.16	680	2.12	217	2.28
Watermelon, seedless each							Tomatoes, organic					31	3.00
							Tomatoes on the vine	4,248	2.12	3,093	2.21	4,367	2.40
							Tomatoes, grape 1 pint	1,195	2.34	1,818	2.11	2,261	2.37
							Tomatoes, grape organic 1 pint	815	3.02	169	3.06	610	3.10

**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
Poinsettias 6-inch	5,118	6.39			Round Red Potatoes 5 lb bag	2,975	2.74	1,169	2.80
Pomegranates each	3,653	2.01	1,379	2.07	Navel Oranges per lb	4,566	0.90	929	0.92
Cranberries 12 oz bag	499	2.40	5,270	1.89	D'Anjou Pears per lb	5,332	1.23	1,731	1.34
Russet Potatoes per lb	3,093	0.66	628	0.73	Gala Apples per lb	2,684	1.07	1,012	1.16
Russet Potatoes 10 lb bag	907	2.84	1,714	2.67	Raspberries 6 oz	3,243	2.43	1,636	2.58

**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	0.88 - 1.49	839	1.12	0.99 - 1.29	1,310	1.00	0.88 - 1.48	898	1.01
Avocados, hass	0.89 - 1.50 each	764	1.07	0.69 - 1.25 each	1,655	1.01	0.49 - 1.50 each	1,604	1.03
Bananas	0.39 - 0.50	280	0.49	0.39	59	0.39	0.39 - 0.59	95	0.45
Bananas, organic	0.89 - 0.99	112	0.98	0.59	65	0.59	0.59	96	0.59
Blueberries									
Cantaloupe	2.50 - 2.99 each	503	2.69	1.89 - 2.99 each	1,359	2.50	1.99 - 2.50 each	638	2.22
Cherries	3.99 - 4.99	864	4.83	3.99 - 5.99	1,621	4.66			
Clementines	4.88 - 7.99 5lb container	1,468	5.39	4.88 - 6.99 5lb container	2,005	5.99	3.99 - 6.99 5lb container	1,098	6.17
Grapes, green/red	0.99 - 2.49	422	1.58	1.49 - 2.28	1,323	1.77	1.99 - 2.49	349	2.12
Grapefruit, red	0.20 - 1.00 each	1,039	0.69	0.80 - 1.00 each	206	0.82	0.44 - 0.69 each	144	0.66
Honeydew	2.50 each	153	2.50	2.50 each	51	2.50			
Limes	0.14 - 0.34 each	334	0.21	0.50 each	108	0.50	0.50 each	20	0.50
Lemons	0.20 - 0.40 each	219	0.34	0.50 each	12	0.50	0.44 - 0.50 each	46	0.47
Mangoes	0.49 - 1.50 each	1,168	0.96	0.80 - 1.25 each	1,557	0.99	0.99 - 1.29 each	532	1.13
Nectarines									
Oranges, navel	0.25 - 1.00 each	1,346	0.77	0.34 - 1.00 each	429	0.62	0.20 - 0.99 each	356	0.45
Pears, bartlett	0.69 - 1.99	1,662	1.41	0.69 - 1.59	2,640	1.14	0.77 - 1.59	586	1.11
Peaches									
Pineapple	1.88 - 3.99 each	1,175	3.13	2.99 each	144	2.99	2.99 each	110	2.99
Plums									
Straw berries	3.49 16 oz pkg	76	3.49				2.50 16 oz pkg	55	2.50
Straw berries, organic									
Watermelon, miniature	2.50 - 3.99 each	300	3.16				3.47 each	26	3.47
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	0.68 - 1.33	485	0.96	0.33 - 1.00	568	0.73	0.88 - 1.00	62	0.91	
Avocados, hass	0.25 - 1.50 each	1,365	1.09	0.20 - 1.25 each	1,422	0.89	0.33 - 1.50 each	659	0.89	
Bananas	0.29 - 0.59	397	0.41	0.33 - 0.68	689	0.43	0.39	16	0.39	
Bananas, organic				0.79	30	0.79	0.79	41	0.79	
Blueberries	1.88 4.4 oz	37	1.88	2.50 - 2.99 4.4 oz	146	2.55				
Cantaloupe	0.96 - 2.50 each	345	1.22	1.50 - 2.00 each	28	1.70				
Cherries	5.99	52	5.99							
Clementines	4.97 - 7.99 5lb container	492	6.47	4.97 - 7.99 5lb container	197	6.51	5.99 5lb container	11	5.99	
Grapes, green/red	1.48 - 2.00	312	1.90	0.69 - 2.99	193	1.58	1.48 - 1.98	299	1.50	
Grapefruit, red	0.16 - 0.50 each	479	0.39	0.25 - 0.88 each	965	0.76	0.32 - 0.69 each	307	0.59	
Honeydew	2.00 each	15	2.00	2.00 each	11	2.00				
Limes	0.07 each	84	0.07	0.10 each	14	0.10	0.14 - 0.33 each	58	0.21	
Lemons	0.33 - 0.39 each	53	0.37	0.33 each	11	0.33	0.17 - 0.50 each	52	0.39	
Mangoes	0.25 - 1.50 each	787	0.86	0.25 - 1.00 each	1,072	0.70	0.89 - 1.50 each	105	1.06	
Nectarines										
Oranges, navel	0.14 - 0.50 each	254	0.23							
Pears, bartlett	0.88 - 1.29	949	1.01	0.33 - 1.29	796	0.84	0.58 - 1.49	206	1.36	
Peaches										
Pineapple	1.50 - 3.29 each	132	2.97	1.50 - 2.99 each	717	2.92	2.98 - 2.99 each	315	2.99	
Plums										
Straw berries	2.50 16 oz pkg	3	2.50	2.50 16 oz pkg	17	2.50	2.48 16 oz pkg	21	2.48	
Straw berries, organic										
Watermelon, miniature	2.97 each	5	2.97	0.99 - 2.97 each	61	2.03	2.99 each	21	2.99	
Watermelon, seedless										

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 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	2.49 - 3.49	774	3.02	2.49 - 3.49	409	2.81	2.40 - 2.99	815	2.79
Beans, round green	1.69	135	1.69	0.97 - 1.69	215	1.40	1.29	184	1.29
Broccoli	1.28 - 2.00 per bunch	131	1.57	1.50 - 2.50 per bunch	389	1.72	1.28 - 1.88 per bunch	144	1.74
Broccoli, organic									
Cabbage	0.33 - 0.69	829	0.48	0.33 - 0.69	826	0.47	0.33 - 0.44	382	0.40
Carrots, baby	1.00 - 1.66 1 lb bag	844	1.43	1.00 - 1.69 1 lb bag	1,162	1.42	1.00 - 1.50 1 lb bag	617	1.21
Carrots, baby organic	1.50 - 2.00 1lb bag	734	1.79	1.50 - 1.79 1lb bag	120	1.76	1.50 - 2.00 1lb bag	374	1.79
Celery	0.98 - 2.00 each	332	1.43	0.98 - 1.50 each	181	1.42	0.99 - 1.49 each	152	1.38
Corn	0.40 each	147	0.40	0.39 each	108	0.39			
Cucumbers	0.33 - 0.67 each	650	0.66	0.50 - 0.67 each	751	0.54	0.49 - 0.88 each	484	0.61
Lettuce, iceberg	1.28 each	9	1.28	0.88 - 1.29 each	536	1.23	0.88 - 1.00 each	128	0.91
Lettuce, romaine				1.50 each	193	1.50			
Mushrooms, w white	1.00 - 2.00 8 oz pkg	1,074	1.70	1.00 - 1.99 8 oz pkg	405	1.65	1.00 - 1.50 8 oz pkg	573	1.28
Onions, yellow	1.48 - 2.49 3 lb bag	1,176	1.93	1.50 - 2.00 3 lb bag	657	1.88	1.39 - 1.88 3 lb bag	179	1.69
Onions, sw eet yellow	0.79 - 1.69	1,162	1.08	0.69 - 1.69	430	0.97	0.79 - 0.99	462	0.92
Peppers, bell green	0.80 each	7	0.80	0.69 - 0.88 each	262	0.80	0.59 - 0.88 each	313	0.72
Peppers, bell green	0.98 - 1.99	406	1.62	1.28 - 1.49	526	1.46	1.49	96	1.49
Peppers, bell red									
Peppers, bell red	0.98 - 3.99	726	2.54	2.49 - 2.99	69	2.50	2.49 - 2.99	210	2.91
Potatoes, russet	1.39 - 3.99 5 lb bag	371	2.41	1.50 - 1.99 5 lb bag	132	1.86	0.99 - 1.69 5 lb bag	53	1.43
Squash, zucchini	0.99 - 1.69	801	1.27	1.00 - 1.59	216	1.46	0.98 - 0.99	241	0.99
Sw eet potatoes	0.48 - 0.99	193	0.80	0.58 - 0.89	291	0.79	0.69	191	0.69
Tomatoes	2.99	260	2.99				1.38 - 2.29	259	1.72
Tomatoes, organic									
Tomatoes on the vine	1.88 - 2.99	921	2.25	0.99 - 2.49	2,014	1.98	1.99 - 2.69	317	2.06
Tomatoes, grape	1.50 - 2.50 1 pint	588	2.26	1.99 - 2.50 1 pint	462	2.46	1.99 - 2.50 1 pint	131	2.38
Tomatoes, grape organic	2.99 - 3.00 1 pint	268	2.99	2.49 - 3.49 1 pint	121	2.74	2.50 - 3.29 1 pint	268	3.23

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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				1.50 - 2.99	176	2.74			
Beans, round green	0.97	18	0.97	1.99	229	1.99	1.79	6	1.79
Broccoli	1.28 - 1.99 per bunch	69	1.56						
Broccoli, organic				1.69 - 1.99 per bunch	15	1.83			
Cabbage	0.25 - 0.50	300	0.36	0.25 - 0.69	617	0.49	0.39 - 0.69	579	0.57
Carrots, baby	1.00 - 1.67 1 lb bag	256	1.38	1.00 - 1.50 1 lb bag	427	1.40	1.00 1 lb bag	252	1.00
Carrots, baby organic				1.49 - 1.67 1lb bag	370	1.54	1.25 - 1.66 1lb bag	235	1.39
Celery				0.79 each	132	0.79			
Corn	0.25 - 0.50 each	33	0.27	0.25 - 0.50 each	72	0.35			
Cucumbers	0.33 - 0.69 each	126	0.46	0.16 - 0.79 each	967	0.53	0.33 - 0.68 each	278	0.62
Lettuce, iceberg	0.99 - 1.29 each	260	1.06				0.78 - 1.00 each	318	0.92
Lettuce, romaine									
Mushrooms, w hite	1.00 - 2.00 8 oz pkg	422	1.65	0.99 - 2.50 8 oz pkg	155	1.55	1.50 - 1.89 8 oz pkg	45	1.55
Onions, yellow	1.77 - 2.00 3 lb bag	264	1.82				1.00 - 1.50 3 lb bag	369	1.16
Onions, sw eet yellow	0.79 - 1.00	469	0.94	0.99	424	0.99	0.78 - 1.00	388	0.93
Peppers, bell green	0.50 - 1.00 each	374	0.69	0.25 - 0.59 each	316	0.50	0.33 - 0.69 each	133	0.53
Peppers, bell green				0.99 - 1.49	263	1.47			
Peppers, bell red	0.88 - 1.50 each	391	1.30	0.88 - 1.99 each	127	1.08	1.00 - 1.50 each	103	1.42
Peppers, bell red				1.99	7	1.99	2.99	6	2.99
Potatoes, russet	1.18 - 1.99 5 lb bag	105	1.47	0.97 - 1.29 5 lb bag	16	1.11	0.77 - 1.50 5 lb bag	112	0.99
Squash, zucchini	0.79 - 1.29	451	1.11	0.33 - 1.00	455	0.86	1.00	62	1.00
Sw eet potatoes	0.79	38	0.79	0.33	10	0.33			
Tomatoes	1.48 - 1.49	38	1.49	1.49 - 1.99	200	1.78			
Tomatoes, organic									
Tomatoes on the vine	1.99 - 2.50	221	2.05	1.99 - 2.50	642	2.30	1.99 - 2.99	133	2.62
Tomatoes, grape							1.98 1 pint	14	1.98
Tomatoes, grape organic	2.49 1 pint	18	2.49	2.99 1 pint	140	2.99			

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, Ambrosia	Per pound	1.79 -1.88
Apples, Braeburn	Per pound	0.99 -1.69
Apples, Braeburn	3 pound bag	2.50 -3.99
Apples, Cameo	Per pound	1.49
Apples, Fuji	Per pound	0.88 -1.99
Apples, Fuji	3 pound bag	2.50 -3.99
Apples, Gala	Per pound	1.28 -2.49
Apples, Gala	4 count package	2.99
Apples, Gala	3 pound bag	2.50 -3.99
Apples, Golden Delicious	Per pound	1.00
Apples, Granny Smith	Per pound	0.88 -1.29
Apples, Granny Smith	3 pound bag	2.50 -3.99
Apples, Honeycrisp	Per pound	1.69 -2.49
Apples, Jonagold	Per pound	1.00
Apples, McIntosh	Per pound	1.28
Apples, Red Delicious	Per pound	0.98 -1.99
Apples, Red Delicious	3 pound bag	2.98 -3.99
Avocados, Hass	Each	0.99 -2.50
Beans, Green	16 ounce package	3.99
Blueberries	6 ounce package	3.99
Broccoli	Per pound	0.99 -1.89
Broccoli, Baby Hybrid Type	Per bunch	1.69
Cabbage	Per pound	0.69
Carrots	Per pound	0.99 -1.49
Carrots	2 pound bag	1.79 -2.00
Carrots	Per bunch	1.50
Cauliflower	Each	3.99
Celery	Each	0.99 -1.99
Celery Hearts	2 count package	1.99 -2.99
Cucumbers	Each	0.99
Grapefruit	Per pound	1.49
Grapefruit, Red	Per pound	1.49
Grapes, Seedless, Red	Per pound	2.99
Herbs, Assorted Varieties	.75 ounce package	1.99
Kiwifruit	1 pound bag	2.29
Kiwifruit	4 count package	2.49



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Item	Unit of Sale	Price range
Kiwifruit	Each	0.58
Leeks	Per pound	1.49 -1.79
Lemons	2 pound bag	3.48
Lemons	Each	0.50
Lemons	Per pound	1.99
Lettuce, Iceberg	Each	2.50
Lettuce, Romaine Hearts	3 count package	2.50 -3.99
Lettuce, Romaine, Baby Type	5 ounce package	2.50 -3.99
Lettuce, Romaine, Baby Type	7 ounce package	3.49
Lettuce, Romaine, Baby Type	11 ounce package	4.99 -5.99
Lettuce, Romaine, Baby Type	16 ounce package	4.99 -6.99
Mangoes	Each	1.00 -1.50
Mushrooms, Cremini	8 ounce package	2.50
Mushrooms, Whole, White	8 ounce package	2.49 -2.99
Onions, Marked Sweet	Per pound	0.99
Onions, Red	3 pound bag	1.99
Onions, Red Globe Type	Per pound	1.29
Onions, Yellow Type	3 pound bag	1.99 -3.99
Onions, Yellow Type	Per pound	0.89 -1.29
Oranges, Navel	Each	1.00 -1.50
Oranges, Navel	4 pound bag	4.98
Oranges, Navel	Per pound	0.89 -1.29
Pears, Bartlett	Per pound	0.77 -1.99
Pears, Bosc	Per pound	1.79
Pears, Concord	Per pound	1.49
Pears, D'Anjou	Per pound	0.88 -2.99
Pineapple	Each	4.99
Pineapple	Per pound	1.49
Potatoes, Round Red	Per pound	1.29
Potatoes, Russet	Per pound	0.79 -0.89
Potatoes, Russet	5 pound bag	1.98 -3.99
Potatoes, Yellow Type	Per pound	1.29
Pumpkins, Pie Type	Per pound	0.88
Raspberries	6 ounce package	3.00
Raspberries	1/2 pint package	3.50



## 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
Salad, Mixed Types	5-9 ounce package	1.20 -4.49
Salad, Mixed Types	10-11 ounce package	4.49 -5.99
Salad, Mixed Types	16 ounce package	3.99 -6.99
Salad, Mixed Types	Per pound	2.99
Satsuma	5 pound box	6.99
Spinach, Baby Type	5-9 ounce package	2.50 -3.99
Spinach, Baby Type	11 ounce package	4.99 -5.99
Spinach, Baby Type	16 ounce package	3.99 -6.99
Squash, Acorn	Per pound	0.99
Squash, Butternut	Per pound	0.99
Squash, Kabocha	Per pound	0.99
Squash, Spaghetti	Per pound	0.99
Squash, Zucchini	Per pound	0.99 -1.49
Sweet Potatoes	Per pound	1.38 -1.99
Sweet Potatoes	2 count package	2.49
Swiss Chard, Red, Green or Rainbow	Each	1.19
Tomatoes, On the Vine	Per pound	3.99
Tomatoes, Vine Ripes	Per pound	1.97 -3.49