



Agricultural Marketing Service

Fruit and Vegetable Market News Branch

National Fruit and Vegetable Retail Report

Websites: www.marketnews.usda.gov/portal/fv and www.ams.usda.gov/fv/mncs/retail.pdf

Volume II – Number 16

Issued Weekly

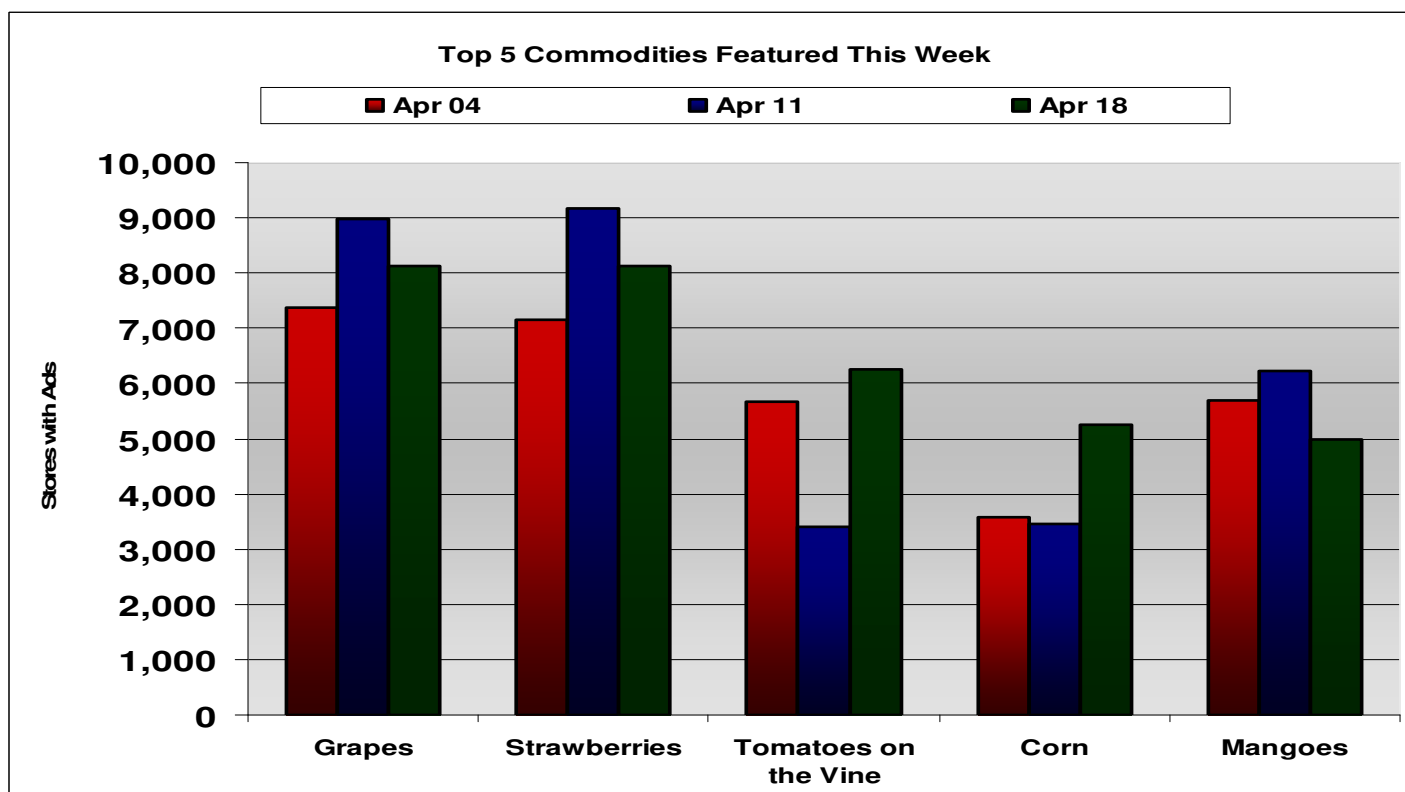
Friday, April 18, 2008

Advertised Prices for Fruits & Vegetables at Major Retail Supermarket Outlets 04/12 to 04/24^{1, 2}

Seasonal and Organic Items Highlighted

There was a lack of a common overall theme this week among retailers. Several were promoting the beginning of Passover and featured packaged mixes, horseradish, dates, and walnuts. There were also several ads promoting natural and organic selections in honor of upcoming Earth Day celebrations. Still others, were celebrating Spring and the return of warmer weather and chose to promote items for outdoor grilling and picnics.

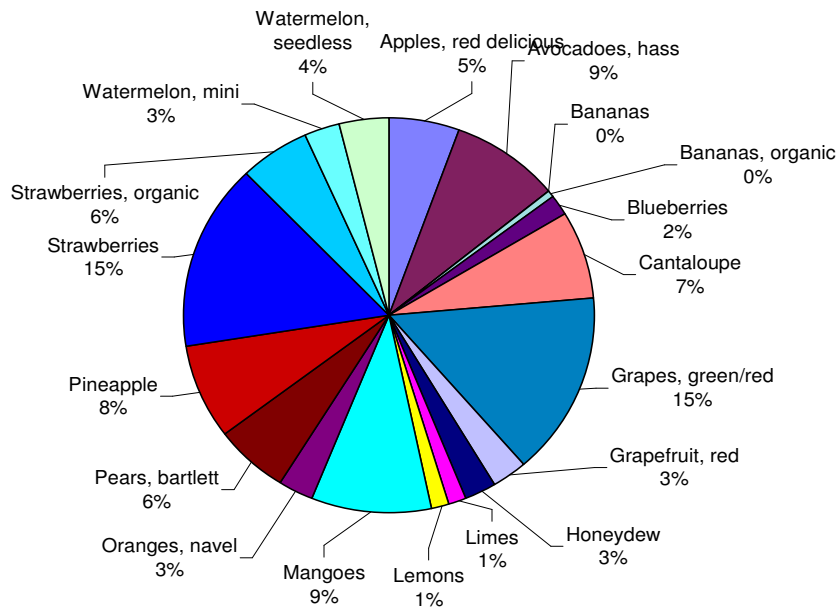
Compared to last week, overall fresh produce ads this week were down close to 2 percent with decline of nearly 11 percent on fruit ads and an increase of over 7 percent on vegetable ads. Despite the declining ad activity of fruits, the top 5 items were predominantly fruits and included: grapes, strawberries, tomatoes on the vine, corn, and mangoes. Significant increases in activity were noted on pineapples, watermelons, corn, mushrooms, onions, and tomatoes on the vine.



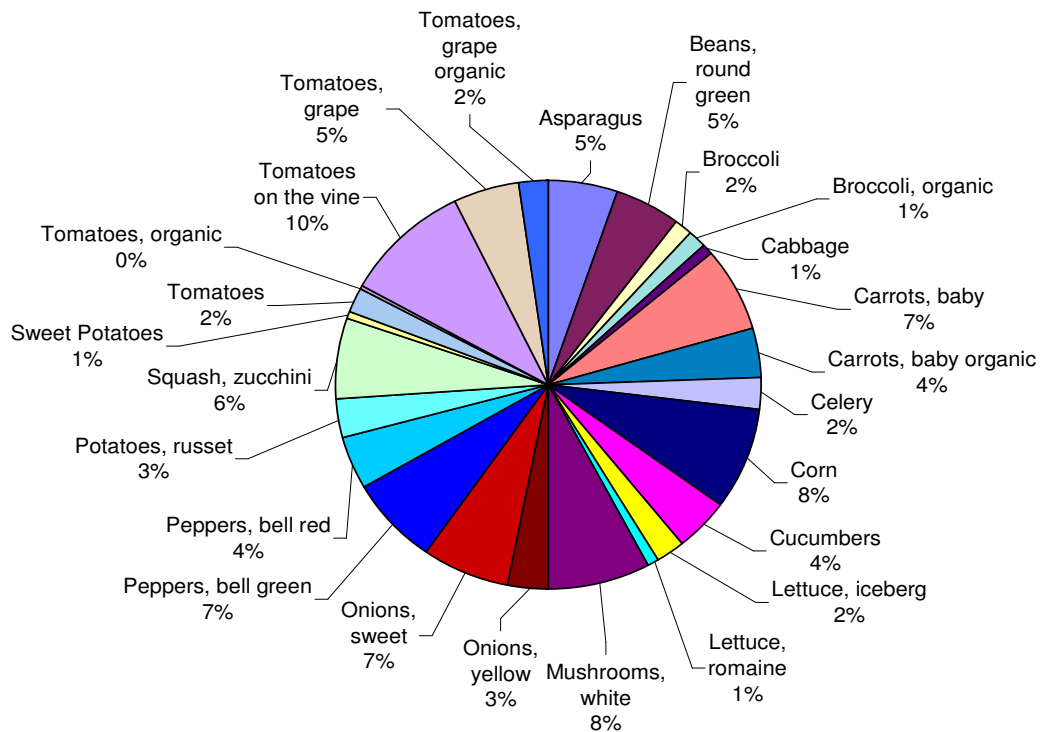
1 - Fruit and Vegetable Market News surveys more than 200 retailers, comprising roughly 17,000 individual stores, with online weekly advertised features.

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
April 18, 2008**



**Vegetables as Percentage of Total Vegetable Ads
April 18, 2008**





NATIONAL SUMMARY

FRUIT	THIS WEEK		LAST WEEK		VEGETABLE	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
Apples, red delicious	2,933	1.32	5,051	1.11	Asparagus	3,421	2.52	7,208	2.30
Avocados, hass each	4,740	1.50	4,070	1.20	Beans, round green	3,064	1.34	1,389	1.25
Bananas	8	0.44	33	0.60	Broccoli per bunch	1,035	1.41	2,178	1.49
Bananas, organic	255	0.69			Broccoli, organic per bunch	764	2.01	358	2.43
Blueberries 4.4 oz pkg	843	2.99	676	3.41	Cabbage	577	0.44	1,603	0.40
Cantaloupe each	3,869	1.76	6,082	1.94	Carrots, baby 1 lb bag	4,272	1.45	4,050	1.35
Cherries					Carrots, baby organic 1 lb bag	2,475	1.56	1,892	1.60
Clementines 5lb container			47	4.99	Celery each	1,524	1.09	1,745	1.10
Grapes, green/red	8,122	1.86	8,971	1.64	Corn each	5,261	0.37	3,445	0.34
Grapefruit, red each	1,432	0.89	1,645	0.58	Cucumbers each	2,634	0.61	4,336	0.60
Honeydew each	1,433	3.33	1,127	3.06	Lettuce, iceberg each	1,411	1.00	957	0.81
Limes each	704	0.64	69	0.35	Lettuce, romaine each	491	1.12	1,492	1.02
Lemons each	794	0.65	365	0.53	Mushrooms, white 8 oz pkg	4,860	1.63	2,420	1.58
Mangoes each	4,999	0.87	6,219	1.03	Onions, yellow 3 lb bag	2,018	1.68	762	1.76
Nectarines, yellow flesh			335	1.95	Onions, sweet yellow	4,287	0.94	3,912	1.03
Oranges, navel each	1,634	0.55	1,633	0.52	Peppers, bell green each	1,923	1.07	1,039	0.76
Pears, bartlett	3,113	1.23	5,628	1.20	Peppers, bell green	2,489	1.26	958	1.54
Peaches, yellow flesh			309	1.99	Peppers, bell red each	1,704	1.32	1,600	1.07
Pineapple each	4,215	3.47	2,562	3.23	Peppers, bell red	959	2.62	637	2.06
Plums			685	1.99	Potatoes, russet 5 lb bag	1,987	2.28	2,460	2.29
Strawberries 1 lb pkg	8,120	2.18	9,162	2.42	Squash, zucchini	3,966	1.19	4,581	1.27
Strawberries, organic 1 lb pkg	3,002	3.39	2,788	3.49	Sweet potatoes	332	0.82	482	0.90
Watermelon, miniature each	1,572	3.83	2,510	2.91	Tomatoes	1,386	1.52	1,596	1.58
Watermelon, seedless each	2,032	5.35	489	4.98	Tomatoes, organic	54	3.59	393	3.04
					Tomatoes on the vine	6,262	2.18	3,398	1.99
					Tomatoes, grape 1 pint	3,112	2.74	3,613	2.35
					Tomatoes, grape organic 1 pint	1,485	2.84	874	2.71

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
Artichokes each	4,184	1.71	2,754	1.62	Round Red Potatoes 5 lb bag	553	3.03	2,882	3.17
Cauliflower per lb	174	0.93			Navel Oranges per lb	6,725	0.87	2,610	0.90
Organic Cauliflower per lb	206	1.96			D'Anjou Pears per lb	1,096	1.16	3,494	1.26
Russett Potatoes per lb	240	0.73	2,632	0.71					
Russett Potatoes 10 lb bag	660	2.78	120	3.05					

Wtd Avg = Simple weighted average
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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)		
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	0.99 - 1.49	706	1.41	0.89 - 2.50	1,345	1.33	1.28	35	1.28
Avocados, hass	0.99 - 2.00 each	1,225	1.64	0.99 - 2.00 each	1,380	1.15	1.49 - 1.59 each	325	1.53
Bananas									
Bananas, organic	0.89	4	0.89				0.69	251	0.69
Blueberries	2.99 4.4 oz	166	2.99	2.50 - 3.00 4.4 oz	475	2.98			
Cantaloupe	0.99 - 2.50 each	752	2.21	0.99 - 2.50 each	1,754	1.52	1.28 - 3.00 each	633	1.52
Cherries									
Clementines									
Grapes, green/red	0.99 - 2.99	1,869	2.01	0.99 - 2.49	3,476	1.78	1.28 - 2.49	1,112	1.78
Grapefruit, red	0.33 - 1.29 each	585	0.76	0.79 - 1.00 each	150	0.94	0.99 - 1.49 each	276	1.24
Honeydew	2.99 - 3.99 each	811	3.15	2.50 - 3.99 each	241	2.88	3.99 each	361	3.99
Limes	0.25 - 0.66 each	619	0.64	0.50 - 0.66 each	51	0.53	0.79 each	26	0.79
Lemons	0.66 each	593	0.66	0.50 - 0.66 each	51	0.53	0.79 each	26	0.79
Mangoes	0.68 - 1.50 each	1,492	1.04	0.50 - 1.25 each	1,327	0.94	0.33 - 1.79 each	544	0.67
Nectarines									
Oranges, navel	0.17 - 0.66 each	843	0.48	0.33 - 0.79 each	117	0.56	0.20 - 0.99 each	271	0.52
Pears, bartlett	0.98 - 1.69	958	1.45	0.99 - 1.69	1,029	1.05	0.99 - 1.29	496	1.14
Peaches									
Pineapple	2.98 - 3.99 each	953	3.46	2.98 - 3.99 each	1,832	3.53	2.99 - 3.99 each	425	3.27
Plums									
Strawberries	1.49 - 2.99 16 oz pkg	2,079	2.21	1.77 - 3.50 16 oz pkg	2,557	2.37	1.48 - 2.99 16 oz pkg	1,017	1.86
Strawberries, organic	2.50 - 3.98 16 oz pkg	906	2.92	3.00 - 3.99 16 oz pkg	166	3.32	3.29 - 3.99 16 oz pkg	678	3.59
Watermelon, miniature	3.99 each	933	3.99	3.99 each	25	3.99	2.50 each	26	2.50
Watermelon, seedless	6.99 - 8.99 each	288	8.07	4.99 - 6.99 each	91	6.32	3.99 - 6.99 each	771	5.22

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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	0.79 - 1.50	321	1.02	0.88 - 1.50	487	1.39	0.99 - 1.00	39	0.99
Avocados, hass	0.33 - 1.50 each	355	1.35	0.33 - 2.50 each	1,134	1.61	0.69 - 2.50 each	321	2.20
Bananas				0.44	8	0.44			
Bananas, organic									
Blueberries							3.00 4.4 oz	202	3.00
Cantaloupe	0.88 - 3.00 each	617	2.27	1.00 each	113	1.00			
Cherries									
Clementines									
Grapes, green/red	0.98 - 2.99	739	1.94	1.29 - 2.69	678	1.89	0.99 - 2.99	248	1.90
Grapefruit, red	0.50 - 0.87 each	149	0.58	0.33 - 1.00 each	272	0.95			
Honeydew	3.99 each	20	3.99						
Limes							0.25 each	8	0.25
Lemons	0.33 each	49	0.33	1.00 each	29	1.00	0.50 - 0.69 each	46	0.66
Mangoes	0.20 - 0.99 each	611	0.69	0.20 - 0.78 each	1,017	0.75	0.58 each	8	0.58
Nectarines									
Oranges, navel	0.17 - 1.00 each	403	0.73						
Pears, bartlett	0.99 - 1.69	55	1.06	1.25	495	1.25	1.25	80	1.25
Peaches									
Pineapple	2.00 - 2.50 each	116	2.22	2.99 - 3.99 each	679	3.53	3.99 each	210	3.99
Plums									
Strawberries	1.48 - 2.50 16 oz pkg	1,122	2.14	0.99 - 2.50 16 oz pkg	1,058	1.96	1.50 - 2.99 16 oz pkg	287	2.34
Strawberries, organic	3.00 - 3.50 16 oz pkg	378	3.39	3.00 - 3.99 16 oz pkg	746	3.83	3.00 - 4.99 16 oz pkg	128	3.23
Watermelon, miniature	2.99 - 3.99 each	68	3.30	2.99 - 4.00 each	450	3.73	2.50 - 3.99 each	70	3.25
Watermelon, seedless	3.99 - 5.99 each	363	4.57	2.77 each	309	2.77	5.99 - 6.99 each	210	6.81

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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	1.50 - 2.99	869	2.60	1.50 - 2.99	584	2.45	1.47 - 2.99	773	2.32
Beans, round green	0.99 - 1.69	401	1.50	0.98 - 1.69	1,370	1.03	1.00 - 1.49	790	1.35
Broccoli	1.50 per bunch	109	1.50	1.50 - 2.50 per bunch	360	1.76	1.00 - 1.50 per bunch	304	1.21
Broccoli, organic	1.99 per bunch	507	1.99	1.99 per bunch	10	1.99	1.99 - 2.49 per bunch	129	2.11
Cabbage	0.49 - 0.50	70	0.49	0.39 - 0.45	82	0.42	0.39	21	0.39
Carrots, baby	0.75 - 1.69 1 lb bag	1,004	1.39	0.75 - 1.79 1 lb bag	1,507	1.47	0.99 - 1.88 1 lb bag	430	1.39
Carrots, baby organic	0.99 - 1.88 1lb bag	868	1.56	1.50 - 1.99 1lb bag	21	1.76	1.33 - 1.50 1lb bag	479	1.44
Celery	0.99 - 1.29 each	622	1.13	0.99 - 1.50 each	72	1.13	0.97 - 1.29 each	365	1.12
Corn	0.20 - 0.50 each	1,691	0.39	0.22 - 0.50 each	1,848	0.35	0.20 - 0.50 each	985	0.31
Cucumbers	0.50 - 0.67 each	1,246	0.66	0.33 - 0.99 each	294	0.60	0.50 each	95	0.50
Lettuce, iceberg	0.98 - 1.29 each	167	1.27	0.88 - 1.29 each	213	0.97	0.58 - 1.29 each	221	0.95
Lettuce, romaine	0.99 each	196	0.99	0.89 - 1.69 each	136	1.52			
Mushrooms, white	1.29 - 1.99 8 oz pkg	1,264	1.64	1.50 - 2.00 8 oz pkg	2,071	1.57	1.50 - 2.00 8 oz pkg	305	1.77
Onions, yellow	1.00 - 2.50 3 lb bag	923	1.65	0.88 - 2.50 3 lb bag	775	1.93	0.99 3 lb bag	201	0.99
Onions, sweet yellow	0.49 - 1.49	1,512	1.00	0.44 - 0.99	875	0.85	0.58 - 1.29	695	0.94
Peppers, bell green	0.63 - 1.50 each	385	1.33	0.50 - 1.00 each	734	0.83			
Peppers, bell green	0.99 - 1.69	927	1.37	0.99 - 1.69	1,353	1.20	0.99 - 1.99	209	1.12
Peppers, bell red				2.00 each	107	2.00	0.99 - 1.66 each	641	1.14
Peppers, bell red	1.58 - 2.99	508	2.74	1.49 - 2.99	8	2.62	1.99 - 2.99	143	2.76
Potatoes, russet	0.99 - 2.99 5 lb bag	1,071	2.54	1.49 - 2.99 5 lb bag	331	2.34	0.99 - 2.99 5 lb bag	354	1.45
Squash, zucchini	0.99 - 1.49	585	1.11	0.88 - 1.50	1,792	1.09	0.77 - 1.99	881	1.56
Sweet potatoes	0.50 - 0.99	173	0.84	0.79	41	0.79			
Tomatoes	0.98 - 1.99	209	1.93	0.88 - 1.99	810	1.55	1.33 - 1.79	250	1.39
Tomatoes, organic				3.59	54	3.59			
Tomatoes on the vine	1.29 - 2.99	2,274	2.35	0.99 - 2.99	846	2.14	0.99 - 2.99	949	1.74
Tomatoes, grape	2.00 - 3.00 1 pint	889	2.71	1.68 - 2.99 1 pint	1,385	2.85	2.99 1 pint	110	2.99
Tomatoes, grape organic	1.88 - 2.50 1 pint	491	2.43	1.68 - 2.99 1 pint	56	2.08	2.99 1 pint	201	2.99

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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	1.37 - 2.99	440	2.26	1.69 - 3.00	679	2.98	1.37 - 2.99	76	1.66
Beans, round green	0.99 - 1.49	175	1.33	0.99 - 2.50	328	2.44			
Broccoli	1.00 - 1.99 per bunch	262	1.10						
Broccoli, organic	2.00 per bunch	118	2.00						
Cabbage	0.18 - 0.45	127	0.35	0.33 - 0.59	243	0.46	0.48 - 0.59	34	0.57
Carrots, baby	0.98 - 1.79 1 lb bag	212	1.30	1.25 - 1.79 1 lb bag	876	1.46	1.25 - 1.99 1 lb bag	243	1.89
Carrots, baby organic	1.50 - 1.79 1 lb bag	370	1.54	1.50 - 2.00 1lb bag	482	1.60	1.50 - 2.00 1lb bag	255	1.79
Celery	0.88 - 1.25 each	147	1.03	0.33 - 1.25 each	307	0.99	1.25 each	11	1.25
Corn	0.20 - 0.50 each	430	0.37	0.33 - 0.69 each	225	0.49	0.50 - 0.67 each	82	0.56
Cucumbers	0.40 - 0.69 each	617	0.52	0.25 - 0.68 each	162	0.57	0.49 - 0.66 each	220	0.65
Lettuce, iceberg	0.89 - 1.00 each	364	0.99	0.49 - 1.00 each	435	0.94	0.88 each	11	0.88
Lettuce, romaine	1.00 each	57	1.00	0.77 - 1.29 each	20	0.98	0.78 - 0.99 each	82	0.90
Mushrooms, white	1.00 - 2.50 8 oz pkg	796	1.89	0.99 - 1.50 8 oz pkg	212	1.23	1.50 - 2.00 8 oz pkg	212	1.53
Onions, yellow	1.00 - 2.00 3 lb bag	119	1.45						
Onions, sweet yellow	0.50 - 1.00	715	0.78	0.59 - 1.00	241	0.98	0.78 - 1.50	249	1.33
Peppers, bell green	0.50 - 1.00 each	602	0.88				2.00 each	202	2.00
Peppers, bell green									
Peppers, bell red	0.50 - 1.99 each	273	1.16	0.50 - 2.00 each	65	1.61	0.98 - 2.00 each	618	1.44
Peppers, bell red	1.99	20	1.99	0.89 - 2.99	280	2.37			
Potatoes, russet	1.99 - 2.59 5 lb bag	117	2.25	3.99 5 lb bag	48	3.99	0.99 5 lb bag	66	0.99
Squash, zucchini	0.77 - 1.99	616	1.06	0.50 - 0.99	51	0.76	0.98 - 1.29	41	1.10
Sweet potatoes	0.79	118	0.79						
Tomatoes	0.99	50	0.99	0.59 - 0.99	40	0.76	0.88 - 0.98	27	0.91
Tomatoes, organic									
Tomatoes on the vine	1.50 - 2.99	441	1.94	1.69 - 2.99	1,368	2.38	0.98 - 1.99	384	1.87
Tomatoes, grape	2.00 - 2.50 1 pint	48	2.45	1.89 - 2.99 1 pint	667	2.57	1.66 1 pint	13	1.66
Tomatoes, grape organic	2.50 - 2.99 1 pint	90	2.73	2.50 - 3.49 1 pint	365	3.05	3.00 - 3.49 1 pint	282	3.35

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