



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 20

Issued Weekly

Friday, May 16, 2008

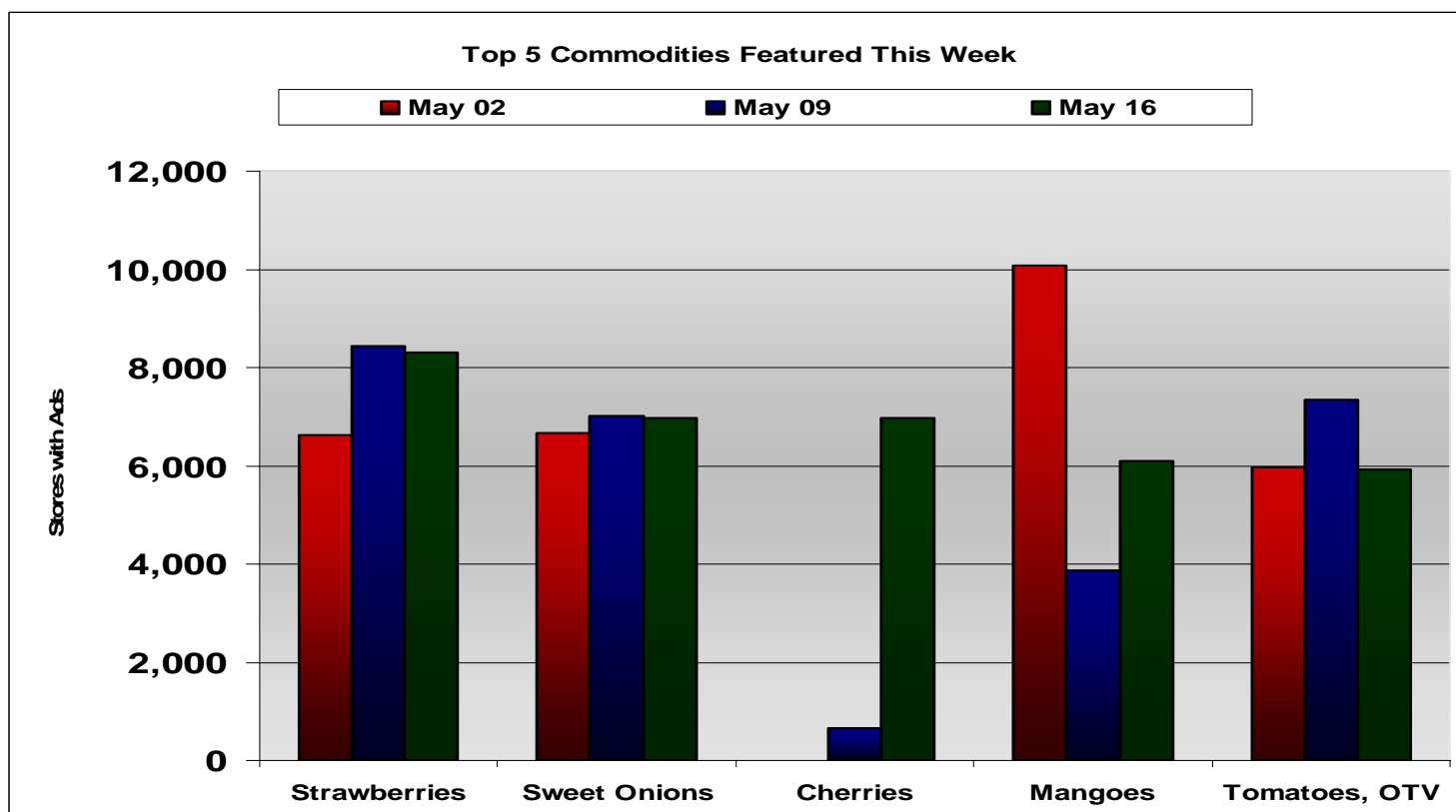
Advertised Prices for Fruits & Vegetables at Major Retail Supermarket Outlets 05/10 to 05/22^{1, 2}

Cherry Season is upon Us

Many of this week’s advertisements featured the first California-grown cherries of the season. In addition, ads for new crop peaches and nectarines let shoppers know that the domestic stone-fruit season has begun. Strawberries, sweet onions, tomatoes on the vine, and corn were items often featured on the front page of ads.

Overall, fresh produce ad activity increased 11% from last week with fruits up 28% and vegetables showing no significant change. The top 5 featured items were strawberries, cherries and sweet onions (tie), mangoes, and tomatoes on the vine.

Cherries, mangoes, and both organic and conventional strawberries comprised 44% of all fruit ads. Ads for grapes increased over 40% from last week as retailers clean up their inventory from Chile in preparation of the Mexican crop coming soon. Tomatoes on the vine, sweet onions, and both organic and conventional baby carrots made up 34% of all vegetable ads. It is noteworthy to mention that corn ads dropped 45% from last week.

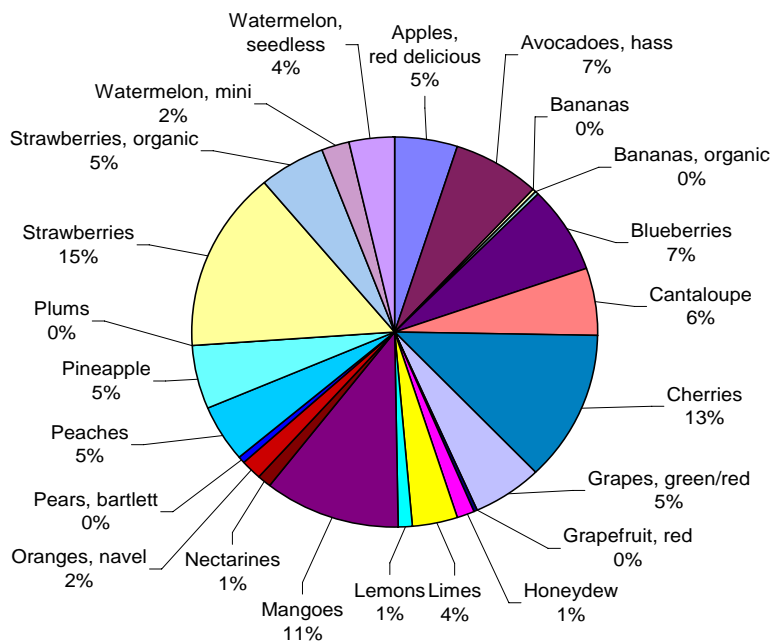


1 - Fruit and Vegetable Market News surveys more than 200 retailers, comprising roughly 17,000 individual stores, with online weekly advertised features.

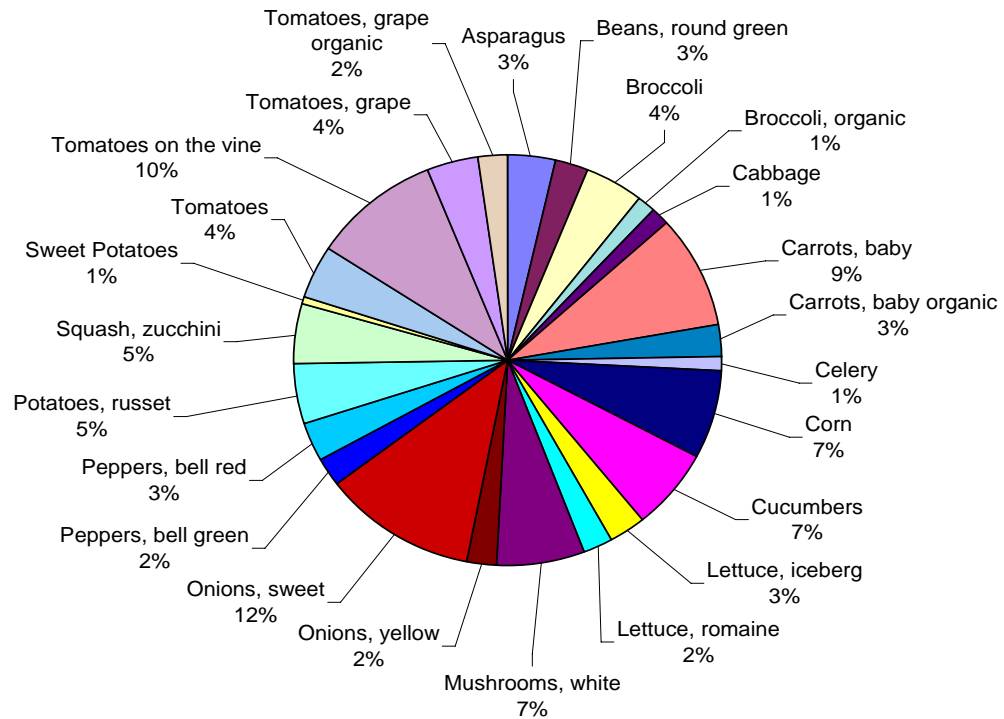
2 - Date range reflects one week of data collection ending on the report release date and encompasses ad pricing good from the Saturday before report release date through the following Thursday.



Fruits as Percentage of Total Fruit Ads
May 16, 2008



Vegetables as Percentage of Total Vegetable Ads
May 16, 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	2,778	1.22	906	1.14	Asparagus	2,094	2.44	3,977	2.53
Avocados, hass each	3,873	1.27	2,916	1.31	Beans, round green	1,613	1.41	898	1.45
Bananas	223	0.60			Broccoli per bunch	2,600	1.56	990	1.92
Bananas, organic	78	0.88	92	0.88	Broccoli, organic per bunch	813	1.94	63	2.72
Blueberries 4.4 oz pkg	4,001	2.66	3,934	2.57	Cabbage	810	0.45	514	0.43
Cantaloupe each	3,132	2.45	572	2.17	Carrots, baby 1 lb bag	5,438	1.30	3,392	1.42
Cherries	6,980	3.98	666	4.91	Carrots, baby organic 1 lb bag	1,501	1.79	2,513	1.73
Clementines 5lb container					Celery each	674	1.18	862	1.13
Grapes, green/red	3,040	1.86	1,879	2.08	Corn each	4,049	0.41	7,361	0.40
Grapefruit, red each	179	0.87	342	0.42	Cucumbers each	3,921	0.62	1,944	0.54
Honeydew each	805	3.08	277	2.59	Lettuce, iceberg each	1,632	0.93	1,025	0.90
Limes each	1,986	0.37	1,623	0.42	Lettuce, romaine each	1,363	1.10	1,359	1.11
Lemons each	536	0.65	1,108	0.68	Mushrooms, white 8 oz pkg	3,935	1.68	5,067	1.74
Mangoes each	6,093	0.96	3,862	0.93	Onions, yellow 3 lb bag	1,370	1.42	1,089	1.77
Nectarines, yellow flesh	650	2.89	135	2.14	Onions, sweet yellow	6,980	0.96	7,013	0.91
Oranges, navel each	875	0.55	1,777	0.79	Peppers, bell green each	907	0.73	355	0.56
Pears, bartlett	226	1.75	641	1.56	Peppers, bell green each	490	1.23	2,930	1.42
Peaches, yellow flesh	2,718	2.16	177	2.32	Peppers, bell red each	806	1.93	1,274	1.08
Pineapple each	2,876	3.04	6,891	3.26	Peppers, bell red each	1,074	2.47	783	2.78
Plums	43	2.98	28	2.00	Potatoes, russett 5 lb bag	2,799	2.24	2,334	2.50
Strawberries 1 lb pkg	8,310	2.41	8,435	2.00	Squash, zucchini	2,723	1.19	2,257	1.28
Strawberries, organic 1 lb pkg	2,955	3.60	2,390	3.41	Sweet potatoes	438	0.80	495	0.95
Watermelon, miniature each	1,277	2.77	2,322	3.12	Tomatoes	2,418	1.49	1,189	1.01
Watermelon, seedless each	1,978	5.18	2,239	4.91	Tomatoes, organic	309	2.99		
					Tomatoes on the vine	5,922	1.67	7,342	1.91
					Tomatoes, grape 1 pint	2,228	2.08	2,639	2.05
					Tomatoes, grape organic 1 pint	1,408	2.79	709	2.85

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	1,280	1.72	3,061	1.88	Round Red Potatoes 5 lb bag	1,480	2.94	1,791	2.89
Cauliflower per lb	364	1.16	376	1.39	Navel Oranges per lb	1,776	0.94	1,989	1.10
Organic Cauliflower per lb	83	1.29	126	2.81	D'Anjou Pears per lb	1,135	1.29	2,076	1.20
Russet Potatoes per lb	2,488	0.68	1,405	0.66					
Russet Potatoes 10 lb bag	520	2.45	554	2.63					

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



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Week of Friday May 16, 2008

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	0.98 - 1.99	843	1.41	1.00 - 1.99	1,055	1.21	0.97 - 1.49	297	1.14
Avocados, hass	1.25 - 2.00 each	924	1.30	1.00 - 2.00 each	522	1.41	0.88 - 1.66 each	624	1.35
Bananas	0.49	18	0.49	0.65	107	0.65			
Bananas, organic	0.79 - 0.89	70	0.86						
Blueberries	1.50 - 3.99 4.4 oz	1,759	2.50	2.49 - 3.00 4.4 oz	1,123	2.51	1.88 - 3.00 4.4 oz	644	2.44
Cantaloupe	2.50 - 3.98 each	669	2.73	1.49 - 3.00 each	1,834	2.39	2.50 - 2.68 each	188	2.52
Cherries	2.88 - 4.99	2,001	4.23	2.88 - 4.99	1,603	4.06	4.49 - 4.99	520	4.80
Clementines									
Grapes, green/red	1.29 - 2.99	1,440	1.97	1.29 - 2.99	1,168	1.85	1.28 - 1.99	193	1.70
Grapefruit, red				0.99 each	43	0.99	0.98 each	100	0.98
Honeydew	2.99 each	518	2.99	2.99 each	68	2.99	3.99 each	70	3.99
Limes	0.10 - 0.67 each	1,050	0.46	0.25 - 0.67 each	31	0.39	0.33 - 0.66 each	91	0.41
Lemons	0.67 - 1.00 each	455	0.68	0.67 each	10	0.67	0.66 each	21	0.66
Mangoes	0.68 - 1.50 each	1,560	1.04	0.50 - 1.67 each	1,956	0.94	0.77 - 1.25 each	716	1.02
Nectarines	2.99	26	2.99	2.98	43	2.98			
Oranges, navel	0.25 - 0.50 each	276	0.35	0.50 - 0.99 each	198	0.61	0.33 each	100	0.33
Pears, bartlett	1.18 - 1.99	224	1.75	1.69	2	1.69			
Peaches	0.99 - 2.99	672	1.71	1.99 - 2.99	173	2.26	1.99 - 2.99	476	2.64
Pineapple	1.98 - 3.99 each	1,049	3.29	1.99 - 3.99 each	705	3.04	2.88 - 3.99 each	568	3.16
Plums				2.98	43	2.98			
Strawberries	1.49 - 2.99 16 oz pkg	2,499	2.50	1.44 - 3.88 16 oz pkg	2,707	2.35	1.44 - 3.00 16 oz pkg	514	2.18
Strawberries, organic	3.50 - 3.99 16 oz pkg	709	3.90	3.33 - 3.50 16 oz pkg	326	3.43	3.99 16 oz pkg	251	3.99
Watermelon, miniature	1.99 - 2.50 each	209	2.37	2.50 each	237	2.50	2.50 each	315	2.50
Watermelon, seedless	3.99 - 5.99 each	413	4.88	3.99 - 5.99 each	290	5.02	4.88 - 6.49 each	373	5.86

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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	0.99 - 1.33	206	1.09	1.00	314	1.00	0.77 - 1.25	63	0.90
Avocados, hass	0.33 - 1.50 each	768	0.99	0.20 - 1.50 each	465	0.93	0.50 - 2.50 each	570	1.67
Bananas							0.48 - 0.69	98	0.56
Bananas, organic				0.99	8	0.99			
Blueberries	2.50 - 4.50 4.4 oz	440	3.97	2.99 - 3.99 4.4 oz	24	3.32	3.99 4.4 oz	11	3.99
Cantaloupe	0.99 - 3.00 each	409	2.30	0.99 each	32	0.99			
Cherries	2.99 - 5.99	1,009	4.46	1.50 - 4.99	1,491	2.74	3.97 - 4.99	356	4.90
Clementines									
Grapes, green/red	1.89 - 2.00	94	1.92	0.99 - 1.79	145	1.10			
Grapefruit, red				0.33 - 0.50 each	24	0.40	0.50 each	12	0.50
Honeydew	2.99 - 3.00 each	149	3.00						
Limes	0.05 - 0.40 each	189	0.23	0.20 - 0.25 each	585	0.24	0.20 - 0.75 each	40	0.60
Lemons							0.25 - 0.75 each	50	0.36
Mangoes	0.33 - 1.50 each	435	1.10	0.50 - 1.00 each	1,295	0.84	0.50 - 1.00 each	131	0.55
Nectarines	0.88	3	0.88	0.88 - 2.99	519	2.93	1.98 - 2.99	59	2.49
Oranges, navel	0.17 - 1.00 each	301	0.76						
Pears, bartlett									
Peaches	0.88 - 2.99	157	1.71	0.79 - 2.99	963	2.30	1.98 - 2.99	277	2.16
Pineapple	2.00 - 2.99 each	288	2.02	2.00 - 2.99 each	266	2.93			
Plums									
Strawberries	1.50 - 3.00 16 oz pkg	1,084	2.56	0.99 - 2.50 16 oz pkg	1,202	2.27	2.00 - 3.00 16 oz pkg	304	2.63
Strawberries, organic	2.50 - 3.99 16 oz pkg	449	3.29	2.99 - 4.99 16 oz pkg	768	3.85	2.50 - 3.99 16 oz pkg	452	2.93
Watermelon, miniature	3.00 - 4.59 each	219	3.85	3.00 each	100	3.00	2.00 - 3.99 each	197	2.62
Watermelon, seedless	1.25 - 6.99 each	367	4.61	1.25 - 6.99 each	535	5.41			

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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 - 2.99	552	2.97	2.99	116	2.99	1.79 - 2.48	404	1.93
Beans, round green	0.99 - 1.69	232	1.60	0.88 - 1.69	352	1.07	0.88 - 1.49	242	1.33
Broccoli	0.99 - 2.00 per bunch	189	1.43	1.50 - 2.00 per bunch	1,361	1.71	1.18 - 2.00 per bunch	880	1.44
Broccoli, organic	1.99 per bunch	438	1.99	1.99 per bunch	10	1.99	1.67 - 2.28 per bunch	239	1.83
Cabbage				0.24 - 0.49	126	0.44	0.44 - 0.49	331	0.47
Carrots, baby	0.99 - 2.00 1 lb bag	2,063	1.45	0.99 - 2.50 1 lb bag	1,001	1.13	0.77 - 1.50 1 lb bag	313	1.16
Carrots, baby organic	1.50 - 2.50 1lb bag	545	1.97	1.50 1lb bag	17	1.50	1.50 1lb bag	361	1.50
Celery	0.98 - 0.99 each	13	0.98	0.98 - 1.50 each	200	1.10	0.99 - 1.49 each	123	1.22
Corn	0.17 - 0.50 each	1,994	0.37	0.20 - 0.50 each	447	0.35	0.20 - 0.50 each	433	0.47
Cucumbers	0.33 - 0.79 each	1,370	0.63	0.20 - 1.00 each	300	0.60	0.32 - 0.79 each	397	0.56
Lettuce, iceberg	0.70 - 0.98 each	77	0.75	0.69 - 1.50 each	712	1.01	0.78 - 1.00 each	420	0.80
Lettuce, romaine	0.99 - 1.00 each	59	1.00	0.99 - 1.79 each	623	1.14			
Mushrooms, white	1.00 - 2.00 8 oz pkg	1,232	1.85	1.00 - 2.00 8 oz pkg	1,925	1.55	1.00 - 2.00 8 oz pkg	497	1.66
Onions, yellow	0.79 - 2.50 3 lb bag	481	1.69	1.00 - 2.50 3 lb bag	671	1.26	1.49 3 lb bag	95	1.49
Onions, sweet yellow	0.58 - 1.99	2,560	1.05	0.50 - 1.00	1,802	0.86	0.49 - 0.99	853	0.80
Peppers, bell green	0.99 each	1	0.99	0.48 - 1.50 each	430	0.95	0.50 each	165	0.50
Peppers, bell green	1.18 - 1.59	177	1.42						
Peppers, bell red	3.99 each	196	3.99	1.25 - 2.00 each	304	1.51			
Peppers, bell red	1.99 - 3.49	897	2.46	1.99 - 3.49	138	2.55	1.99 - 2.48	39	2.43
Potatoes, russet	0.98 - 3.00 5 lb bag	1,333	2.32	1.59 - 3.00 5 lb bag	594	2.54	1.39 - 2.00 5 lb bag	37	1.62
Squash, zucchini	0.88 - 1.49	1,411	1.23	0.99 - 1.69	701	1.28			
Sweet potatoes				0.79	284	0.79			
Tomatoes	0.88 - 2.99	616	2.21	0.95 - 1.98	1,281	1.17	1.49 - 1.79	296	1.75
Tomatoes, organic	2.99	309	2.99						
Tomatoes on the vine	0.98 - 2.99	1,537	2.03	0.89 - 2.59	2,263	1.34	1.49 - 2.59	744	1.97
Tomatoes, grape	1.50 - 2.99 1 pint	831	2.30	1.00 - 2.50 1 pint	605	1.96	1.29 - 2.39 1 pint	792	1.94
Tomatoes, grape organic	2.00 - 3.00 1 pint	670	2.76	2.00 - 2.99 1 pint	404	2.95	2.50 - 3.00 1 pint	239	2.71

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Vegetable	Price Range	Stores with Ads	Wtd. Avg	Price Range	Stores with Ads	Wtd. Avg	Price Range	Stores with Ads	Wtd. Avg
Asparagus	2.99 - 3.99	132	3.84	1.99 - 2.99	360	2.22	0.98 - 2.50	530	1.96
Beans, round green	0.77 - 1.19	473	0.91	2.50	314	2.50			
Broccoli	1.00 - 1.50 per bunch	80	1.21	1.00 per bunch	90	1.00			
Broccoli, organic	2.00 per bunch	118	2.00	1.69 per bunch	8	1.69			
Cabbage	0.39 - 0.44	232	0.44	0.33	63	0.33	0.49 - 0.58	58	0.52
Carrots, baby	1.00 - 1.50 1 lb bag	220	1.24	1.00 - 1.50 1 lb bag	1,312	1.36	1.00 - 1.29 1 lb bag	529	1.00
Carrots, baby organic	1.88 1 lb bag	237	1.88	1.50 - 2.00 1lb bag	198	1.62	1.88 - 2.00 1lb bag	143	1.99
Celery				0.99 - 1.25 each	322	1.24	0.59 each	16	0.59
Corn	0.25 - 0.50 each	511	0.45	0.25 - 0.59 each	426	0.42	0.33 - 0.67 each	238	0.61
Cucumbers	0.33 - 0.69 each	463	0.49	0.12 - 0.71 each	1,297	0.69	0.44 - 0.59 each	94	0.49
Lettuce, iceberg	0.79 - 1.00 each	388	0.98	0.50 - 0.99 each	15	0.76	0.99 - 1.00 each	20	0.99
Lettuce, romaine	0.50 - 1.00 each	133	0.93	0.33 - 1.50 each	524	1.12	0.69 - 0.88 each	24	0.75
Mushrooms, white	1.50 - 1.99 8 oz pkg	139	1.69	2.00 - 2.50 8 oz pkg	67	2.42	1.29 - 1.98 8 oz pkg	75	1.54
Onions, yellow	0.99 - 1.00 3 lb bag	84	1.00				1.50 3 lb bag	39	1.50
Onions, sweet yellow	0.50 - 1.00	969	0.85	0.69 - 1.67	443	1.06	0.79 - 1.66	353	1.36
Peppers, bell green	0.50 - 0.69 each	172	0.58	0.50 - 0.69 each	110	0.53	0.44 - 0.50 each	29	0.47
Peppers, bell green				0.79 - 1.69	313	1.11			
Peppers, bell red	1.00 each	43	1.00	1.00 each	48	1.00	1.00 - 1.50 each	215	1.03
Peppers, bell red									
Potatoes, russet	1.50 - 2.50 5 lb bag	523	1.95	2.00 5 lb bag	48	2.00	1.00 - 2.00 5 lb bag	264	1.84
Squash, zucchini	0.77 - 1.29	370	1.02	0.50 - 0.99	75	0.73	0.77 - 1.19	166	0.97
Sweet potatoes	0.69 - 0.89	154	0.82						
Tomatoes	0.99 - 1.00	97	0.99	0.50 - 1.69	128	0.98			
Tomatoes, organic									
Tomatoes on the vine	0.59 - 2.99	473	1.60	0.89 - 2.49	634	1.88	0.98 - 1.79	271	1.07
Tomatoes, grape									
Tomatoes, grape organic	2.59 - 2.99 1 pint	53	2.63	2.00 1 pint	8	2.00	2.50 1 pint	34	2.50

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