



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 18

Issued Weekly

Friday, May 02, 2008

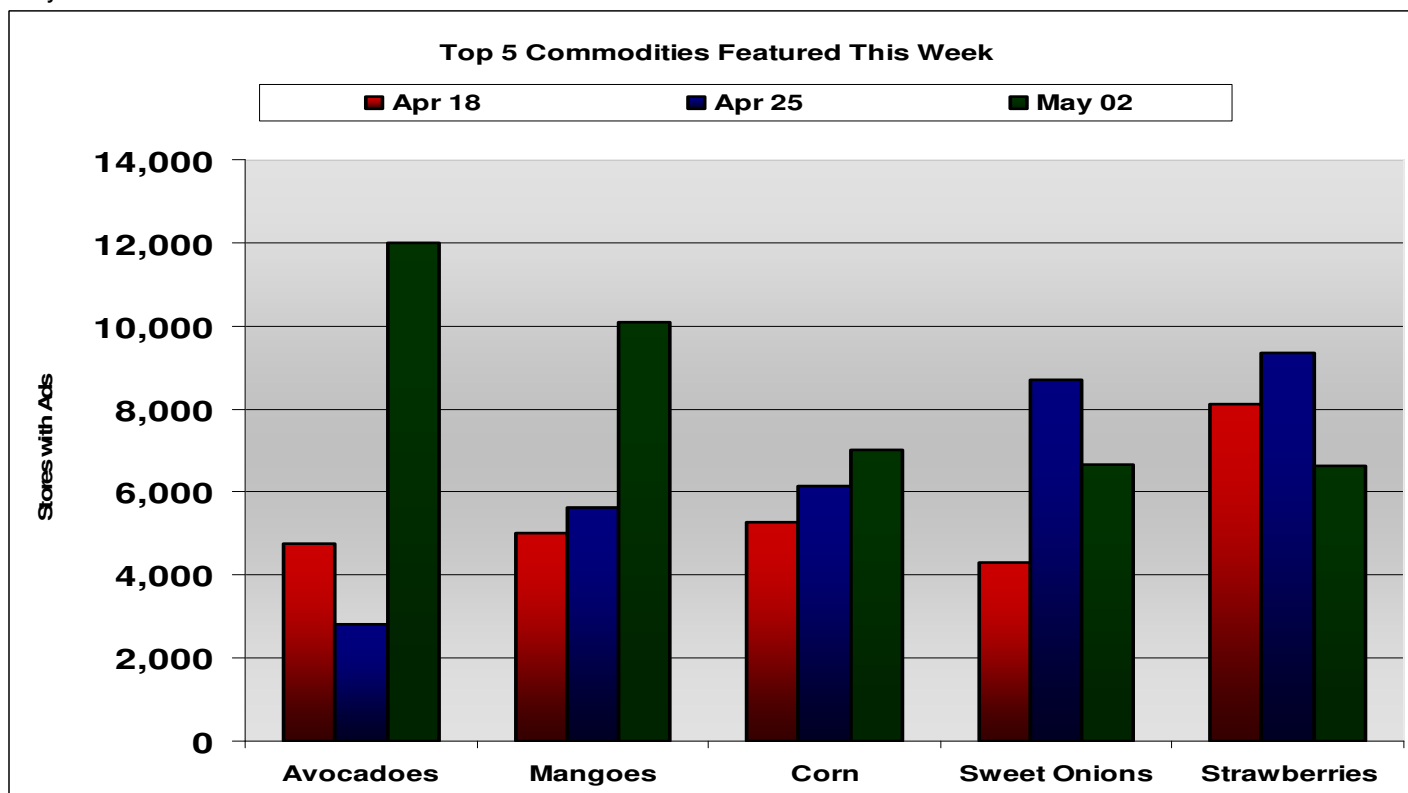
Advertised Prices for Fruits & Vegetables at Major Retail Supermarket Outlets 04/26 to 05/08^{1, 2}

Ads Focus on Cinco de Mayo Celebrations

Retailers highlighted Cinco de Mayo celebrations in ads this week and featured fresh produce heavily. Most widely featured produce for the holiday included: avocados, cilantro, jalapenos, limes, mangoes, onions, and tomatoes. In addition, many stores continued to feature items for grilling, and others were getting a head start on Mother's Day ads. "Buy-one-get-one-free" and 10 for \$10 promotions were abundant.

Compared to last week, overall fresh produce ad activity increased roughly 11 percent with a 21 percent increase in fruit ads and a 3 percent increase in vegetables. The top 5 featured items were influenced heavily by the Cinco de Mayo holiday and included: avocados, mangoes, corn, sweet onions, and strawberries. The most significant increases in fruit ads were seen on avocados, limes, and mangoes. Despite a decrease in ad activity of nearly one-third on strawberries, they were still in the top featured items. The most notable changes on the vegetable ad activity included a decline in asparagus and an increase in cucumbers.

A wide selection of organic produce was featured with the most prominent being lettuces, packaged salads, tomatoes, onions, zucchini and mangoes. Retailers also appear to featuring more local and regional fresh fruits and vegetables as they come into season.

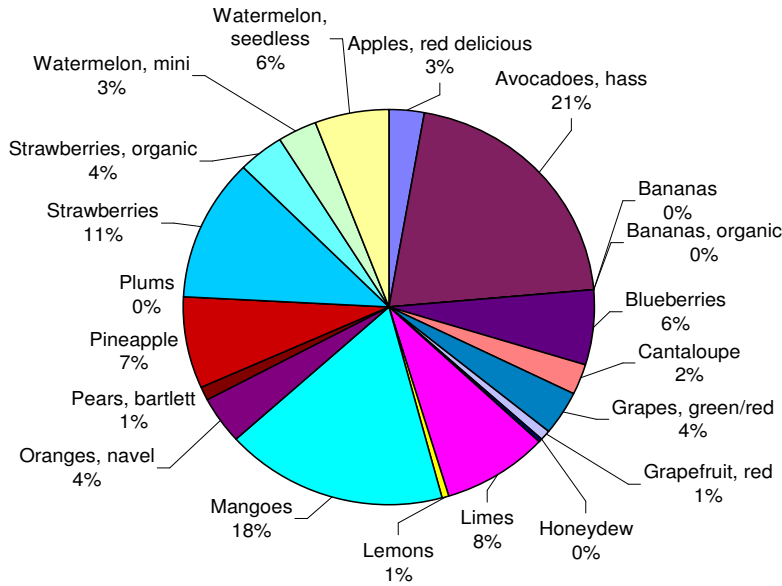


1 - Fruit and Vegetable Market News surveys more than 200 retailers, comprising roughly 17,000 individual stores, with online weekly advertised features.

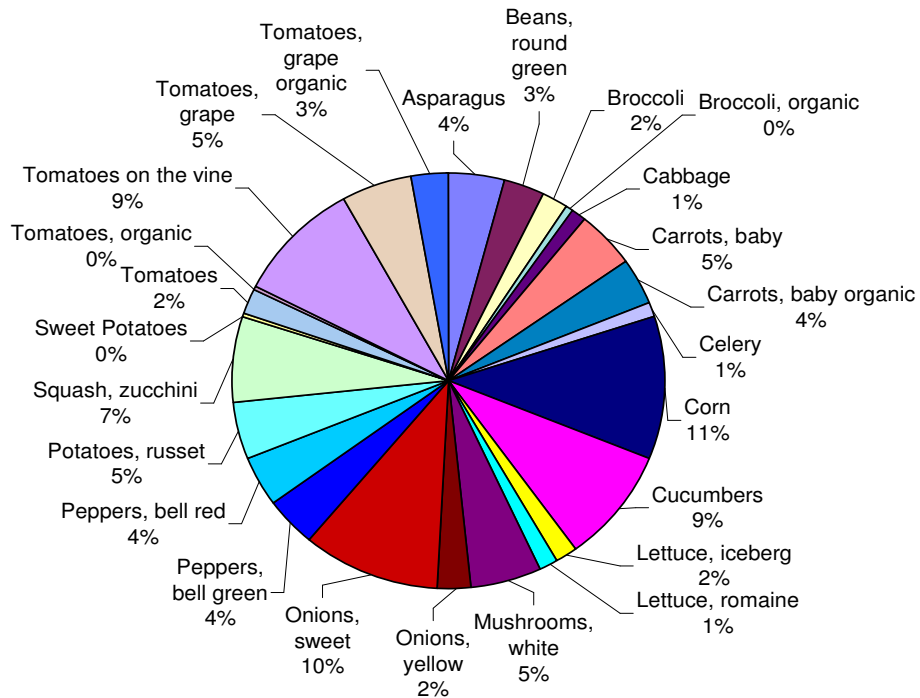
2 - Date range reflects one week of data collection ending on the report release date and encompasses ad pricing good from the Saturday before report release date through the following Thursday.



**Fruits as Percentage of Total Fruit Ads
May 2, 2008**



**Vegetables as Percentage of Total Vegetable Ads
May 2, 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	1,580	1.22	4,173	1.24	Asparagus	2,773	2.60	4,027	2.39
Avocados, hass each	11,986	1.07	2,810	1.25	Beans, round green	1,813	1.22	1,987	1.25
Bananas	51	0.45	157	0.49	Broccoli per bunch	1,381	1.58	259	1.24
Bananas, organic	18	0.79	40	0.78	Broccoli, organic per bunch	211	2.49	448	1.99
Blueberries 4.4 oz pkg	3,523	2.61	2,176	2.64	Cabbage	757	0.44	674	0.44
Cantaloupe each	1,370	2.54	3,021	2.41	Carrots, baby 1 lb bag	2,944	1.37	2,567	1.43
Cherries					Carrots, baby organic 1 lb bag	2,366	1.74	1,801	1.77
Clementines 5lb container					Celery each	712	1.06	1,119	1.20
Grapes, green/red	2,136	1.90	4,466	1.75	Corn each	7,031	0.38	6,135	0.35
Grapefruit, red each	533	0.53	649	0.69	Cucumbers each	5,854	0.58	2,903	0.61
Honeydew each	95	3.49	304	2.99	Lettuce, iceberg each	1,034	1.08	1,551	1.03
Limes each	4,781	0.35	434	0.30	Lettuce, romaine each	889	1.07	1,278	1.06
Lemons each	340	0.61	343	0.58	Mushrooms, white 8 oz pkg	3,375	1.58	3,777	1.73
Mangoes each	10,082	0.82	5,613	0.97	Onions, yellow 3 lb bag	1,563	1.24	1,444	1.38
Nectarines, yellow flesh					Onions, sweet yellow	6,662	0.87	8,699	0.86
Oranges, navel each	2,214	0.65	1,849	0.49	Peppers, bell green each	520	0.93	633	0.81
Pears, bartlett	664	1.58	890	1.48	Peppers, bell green	2,083	1.19	1,454	1.39
Peaches, yellow flesh					Peppers, bell red each	1,118	1.36	1,821	1.04
Pineapple each	4,243	3.44	3,444	3.39	Peppers, bell red	1,269	2.38	1,941	2.45
Plums	115	1.99	278	1.99	Potatoes, russett 5 lb bag	3,001	2.38	3,645	2.43
Strawberries 1 lb pkg	6,615	2.33	9,340	2.19	Squash, zucchini	4,229	1.16	3,956	1.23
Strawberries, organic 1 lb pkg	2,159	3.70	3,030	3.17	Sweet potatoes	197	0.85	479	0.87
Watermelon, miniature each	1,697	3.34	2,740	3.38	Tomatoes	1,239	1.56	1,155	1.69
Watermelon, seedless each	3,392	4.92	1,997	4.59	Tomatoes, organic	240	2.33	10	2.48
					Tomatoes on the vine	5,964	1.81	6,346	2.03
					Tomatoes, grape 1 pint	3,398	2.31	1,260	2.38
					Tomatoes, grape organic 1 pint	1,842	2.69	1,174	2.72

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	1,172	1.92	1,095	2.29	Round Red Potatoes 5 lb bag	2,546	3.31	1,603	3.05
Cauliflower per lb	35	1.03	569	1.30	Navel Oranges per lb	1,663	0.94	3,033	0.91
Organic Cauliflower per lb					D'Anjou Pears per lb	2,004	1.07	3,109	1.11
Russet Potatoes per lb	851	0.81	1,647	0.65					
Russet Potatoes 10 lb bag	734	2.97	595	2.16					

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	0.79 - 1.99	312	1.46	0.88 - 1.50	514	1.33	1.00 - 1.19	255	1.04
Avocados, hass	0.99 - 1.50 each	2,429	1.31	0.75 - 2.00 each	3,011	1.03	0.88 - 1.50 each	1,262	1.19
Bananas									
Bananas, organic	0.79	18	0.79						
Blueberries	2.00 - 3.50 4.4 oz	1,596	2.64	2.00 - 3.50 4.4 oz	1,375	2.62	2.00 - 3.00 4.4 oz	396	2.20
Cantaloupe	1.50 - 2.99 each	1,152	2.50	2.50 each	68	2.50	2.50 each	102	2.50
Cherries									
Clementines									
Grapes, green/red	1.50 - 1.99	1,009	1.96	1.50 - 1.99	735	1.88	1.99	229	1.99
Grapefruit, red	0.33 - 0.69 each	195	0.63	0.25 - 0.88 each	72	0.63			
Honeydew							3.49 each	95	3.49
Limes	0.13 - 0.66 each	2,149	0.36	0.09 - 0.50 each	919	0.25	0.40 - 0.50 each	364	0.44
Lemons									
Mangoes	0.50 - 1.66 each	2,596	0.99	0.50 - 1.67 each	2,364	0.84	0.33 - 1.19 each	1,055	0.83
Nectarines									
Oranges, navel	0.33 - 1.00 each	999	0.78	0.33 - 0.88 each	485	0.46	0.40 - 0.44 each	174	0.41
Pears, bartlett	1.49 - 1.69	519	1.66	1.69	10	1.69	0.99	21	0.99
Peaches									
Pineapple	2.50 - 3.99 each	1,661	3.22	2.98 - 3.99 each	721	3.44	2.99 - 3.99 each	711	3.41
Plums	1.99	115	1.99						
Strawberries	1.49 - 2.99 16 oz pkg	2,250	2.45	1.38 - 3.00 16 oz pkg	1,289	2.57	1.18 - 2.00 16 oz pkg	886	1.46
Strawberries, organic	3.50 - 3.98 16 oz pkg	186	3.64	2.50 - 3.50 16 oz pkg	181	3.44	2.50 - 3.99 16 oz pkg	522	3.73
Watermelon, miniature	3.99 each	467	3.99	3.99 each	10	3.99			
Watermelon, seedless	3.99 - 6.99 each	821	5.73	3.88 - 6.99 each	549	5.01	3.99 - 6.99 each	1,060	4.82

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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 - 1.39	38	1.18	0.88 - 1.25	246	1.09	0.78 - 1.00	215	0.99
Avocados, hass	0.25 - 1.29 each	1,977	0.95	0.90 - 2.00 each	2,419	0.92	0.68 - 1.50 each	888	0.99
Bananas							0.33 - 0.49	51	0.45
Bananas, organic									
Blueberries	2.50 - 3.33 4.4 oz	156	3.22						
Cantaloupe	3.50 each	48	3.50						
Cherries									
Clementines									
Grapes, green/red	0.25 - 1.99	64	1.85	0.25 - 1.99	70	1.01	1.99	29	1.99
Grapefruit, red	0.20 - 0.50 each	191	0.42	0.33 - 0.39 each	46	0.37	0.50 each	29	0.50
Honeydew									
Limes	0.08 - 0.25 each	453	0.22	0.25 - 0.50 each	330	0.29	0.13 - 0.69 each	566	0.56
Lemons							0.33 - 0.67 each	340	0.61
Mangoes	0.20 - 0.99 each	1,201	0.43	0.25 - 1.49 each	2,162	0.70	0.50 - 1.50 each	704	1.08
Nectarines									
Oranges, navel	0.08 - 0.99 each	466	0.65	0.79 each	90	0.79			
Pears, bartlett	1.29	24	1.29	1.29	90	1.29			
Peaches									
Pineapple	2.00 - 3.99 each	421	3.62	2.50 - 3.99 each	701	3.89	3.00 each	28	3.00
Plums									
Strawberries	1.99 - 3.33 16 oz pkg	1,180	2.58	1.50 - 2.50 16 oz pkg	803	2.25	2.00 - 2.50 16 oz pkg	207	2.29
Strawberries, organic	3.00 - 3.50 16 oz pkg	322	3.37	2.50 - 4.99 16 oz pkg	781	3.96	2.98 - 4.99 16 oz pkg	167	3.45
Watermelon, miniature	2.50 - 3.99 each	250	3.16	1.99 - 3.99 each	884	3.09	2.00 - 3.99 each	86	2.89
Watermelon, seedless	3.98 - 4.99 each	299	4.72	3.88 - 4.88 each	362	4.19	3.88 - 4.88 each	301	3.97

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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	0.99 - 3.49	1,154	2.85	0.99 - 3.49	445	2.34	1.99 - 3.49	371	2.43
Beans, round green	0.99 - 1.69	363	1.37	0.77 - 1.69	617	1.02	0.77 - 1.49	444	1.20
Broccoli	0.99 - 1.50 per bunch	419	1.47	1.50 - 2.00 per bunch	130	1.95	1.33 - 2.00 per bunch	794	1.56
Broccoli, organic	2.49 per bunch	211	2.49						
Cabbage	0.49 - 0.50	57	0.49	0.39 - 0.50	154	0.47	0.39 - 0.48	200	0.41
Carrots, baby	1.25 - 2.00 1 lb bag	1,675	1.52	1.28 - 2.00 1 lb bag	299	1.75	0.88 - 1.00 1 lb bag	192	0.91
Carrots, baby organic	1.50 - 2.50 1lb bag	1,069	1.90	1.50 - 1.99 1lb bag	113	1.79	2.00 1lb bag	70	2.00
Celery	0.88 - 1.29 each	449	1.10	0.88 - 1.29 each	78	1.13			
Corn	0.20 - 0.50 each	1,647	0.38	0.25 - 0.50 each	2,714	0.34	0.33 - 0.50 each	431	0.43
Cucumbers	0.25 - 0.75 each	1,699	0.61	0.44 - 0.99 each	1,972	0.57	0.17 - 0.89 each	286	0.43
Lettuce, iceberg	0.99 each	52	0.99	0.88 - 0.99 each	80	0.95	1.00 - 1.49 each	206	1.26
Lettuce, romaine	0.99 each	21	0.99						
Mushrooms, white	0.99 - 2.00 8 oz pkg	1,552	1.56	1.29 - 2.00 8 oz pkg	980	1.59	1.50 - 1.67 8 oz pkg	410	1.57
Onions, yellow	1.49 - 1.99 3 lb bag	489	1.66	0.77 - 1.50 3 lb bag	96	1.10	0.88 - 1.50 3 lb bag	272	0.93
Onions, sweet yellow	0.58 - 1.49	1,492	0.95	0.79 - 0.99	2,875	0.81	0.68 - 1.00	768	0.78
Peppers, bell green	0.99 each	1	0.99	0.60 - 1.29 each	433	0.95	0.89 each	70	0.89
Peppers, bell green	0.99 - 1.79	673	1.29	0.99 - 1.79	1,005	1.06	1.99	21	1.99
Peppers, bell red	2.50 each	1	2.50	1.25 - 2.50 each	627	1.58	1.50 each	28	1.50
Peppers, bell red	1.99 - 3.49	906	2.48	1.99 - 3.49	82	2.12	1.99 - 3.49	131	3.25
Potatoes, russet	0.99 - 3.00 5 lb bag	914	2.07	1.69 - 3.00 5 lb bag	1,604	2.77	1.49 - 2.50 5 lb bag	254	1.65
Squash, zucchini	0.89 - 1.59	1,703	1.25	0.88 - 1.69	1,111	1.18	1.00 - 1.19	87	1.05
Sweet potatoes	0.79 - 0.99	131	0.95	0.59 - 0.79	66	0.66			
Tomatoes	0.88 - 2.69	685	1.95	0.98 - 1.99	262	1.19	1.28 - 1.68	36	1.35
Tomatoes, organic	1.48	105	1.48						
Tomatoes on the vine	0.99 - 2.49	1,625	2.05	0.99 - 2.99	1,063	1.82	1.25 - 2.99	1,002	1.65
Tomatoes, grape	1.50 - 3.00 1 pint	1,461	2.51	1.00 - 3.00 1 pint	1,377	2.06	1.50 1 pint	28	1.50
Tomatoes, grape organic	2.00 - 2.99 1 pint	1,193	2.74	2.50 - 2.99 1 pint	136	2.95			

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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	1.99 - 2.99	356	2.32	1.99 - 3.49	287	2.90	1.49 - 2.99	160	1.93
Beans, round green	0.97 - 0.99	50	0.98	0.99 - 1.50	339	1.48			
Broccoli	1.79 - 2.00 per bunch	38	1.89						
Broccoli, organic									
Cabbage	0.33 - 0.39	120	0.38	0.33 - 0.50	226	0.45			
Carrots, baby	0.99 - 1.50 1 lb bag	211	1.11	0.99 - 1.00 1 lb bag	365	0.99	1.00 1 lb bag	202	1.00
Carrots, baby organic	1.00 - 1.89 1 lb bag	557	1.56	1.50 - 1.67 1lb bag	517	1.54	1.79 - 1.88 1lb bag	40	1.81
Celery	0.77 each	3	0.77	0.50 - 1.00 each	153	0.94	0.99 each	29	0.99
Corn	0.25 - 0.50 each	988	0.39	0.20 - 0.50 each	1,150	0.46	0.40 - 0.69 each	101	0.54
Cucumbers	0.33 - 0.79 each	870	0.55	0.20 - 0.79 each	937	0.61	0.33 - 0.50 each	90	0.46
Lettuce, iceberg	0.77 - 0.78 each	25	0.78	0.33 - 1.25 each	430	0.98	0.77 - 1.25 each	241	1.17
Lettuce, romaine	0.50 - 1.39 each	47	1.04	0.50 - 1.39 each	712	1.04	0.88 - 1.50 each	109	1.34
Mushrooms, white	1.29 - 2.00 8 oz pkg	220	1.56	1.50 - 2.00 8 oz pkg	173	1.76	1.50 - 2.00 8 oz pkg	40	1.69
Onions, yellow	1.00 3 lb bag	449	1.00	1.25 3 lb bag	48	1.25	0.79 - 1.25 3 lb bag	209	1.23
Onions, sweet yellow	0.68 - 0.99	477	0.84	0.50 - 1.00	384	0.98	0.48 - 1.49	666	1.01
Peppers, bell green				0.50 each	16	0.50			
Peppers, bell green	1.00	135	1.00	1.50	249	1.50			
Peppers, bell red				1.00 each	167	1.00	1.00 - 1.50 each	295	1.09
Peppers, bell red	1.00	135	1.00	2.99	8	2.99	2.49	7	2.49
Potatoes, russet	1.00 - 2.50 5 lb bag	129	2.12	0.99 - 1.59 5 lb bag	100	1.09			
Squash, zucchini	0.99 - 1.39	270	1.22	0.50 - 1.00	676	0.98	0.88 - 1.00	382	1.00
Sweet potatoes									
Tomatoes	0.89 - 1.79	111	1.35	0.50 - 0.69	145	0.63			
Tomatoes, organic	2.99	135	2.99						
Tomatoes on the vine	0.88 - 2.99	801	1.46	0.99 - 2.50	975	1.93	0.98 - 2.98	498	1.66
Tomatoes, grape				2.50 1 pint	495	2.50	1.66 - 2.00 1 pint	37	1.93
Tomatoes, grape organic				2.50 1 pint	495	2.50	1.99 - 3.00 1 pint	18	2.61

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