



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 II – Number 21

Issued Weekly

Friday, May 23, 2008

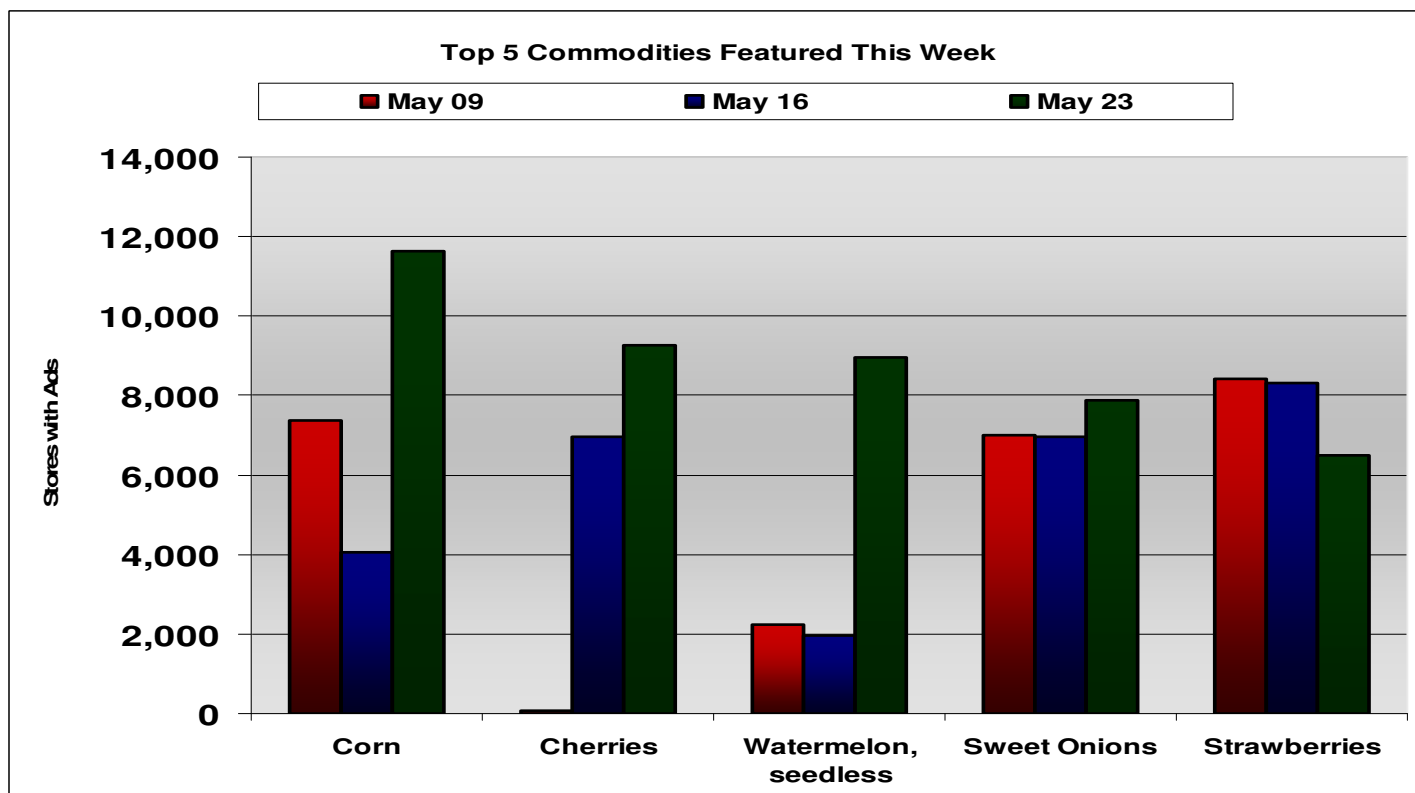
### Advertised Prices for Fruits & Vegetables at Major Retail Supermarket Outlets 05/17 to 05/29<sup>1, 2</sup>

#### Ads Centered on Memorial Day Celebrations

Despite unseasonably cool temperatures in many areas of the country, retailers focused ads heavily on the upcoming Memorial Day holiday. Fresh meats, fish, and poultry were most often highlighted on front page space in keeping with the holiday's typical celebrations of cook-outs and picnics. In addition to center-of-the-plate items, fresh produce was featured often as many domestic fruits and vegetables became more available.

Overall, fresh produce ad activity was up 14% compared to last week with fruits up 21% and vegetables up roughly 8%. The top 5 featured items were corn, cherries, seedless watermelon, sweet onions, and strawberries. The most notable increases were seen on corn, cherries, nectarines, peaches, and watermelons.

Berries were advertised heavily this week. In addition to blueberries and strawberries reported here, raspberries and blackberries were widely promoted. Despite a decrease in price ad activity on strawberries in 1 lb containers, there were an abundance of "buy-one-get-one-free" ads. Both strawberries and blueberries were also featured in larger pack sizes – 2lb and 4lb containers of strawberries and pints of blueberries.

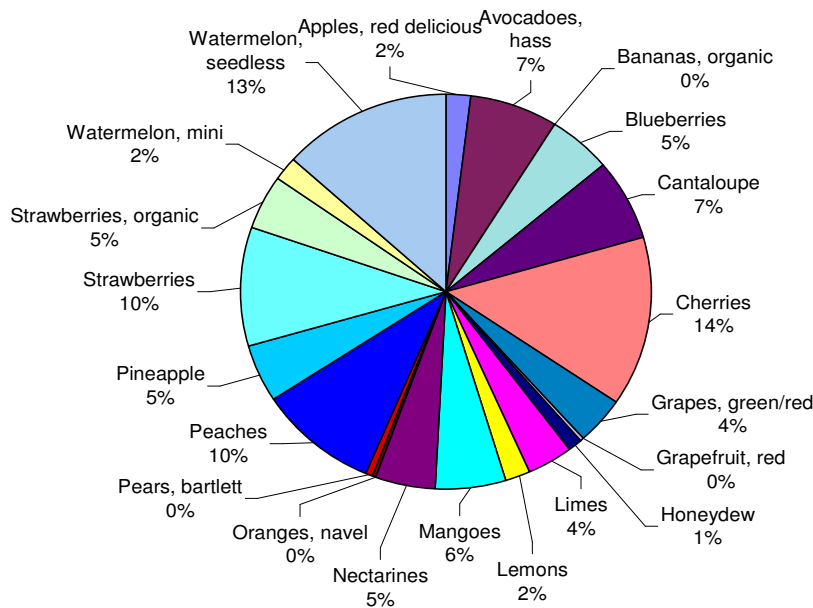


1 - Fruit and Vegetable Market News surveys more than 200 retailers, comprising roughly 17,000 individual stores, with online weekly advertised features.

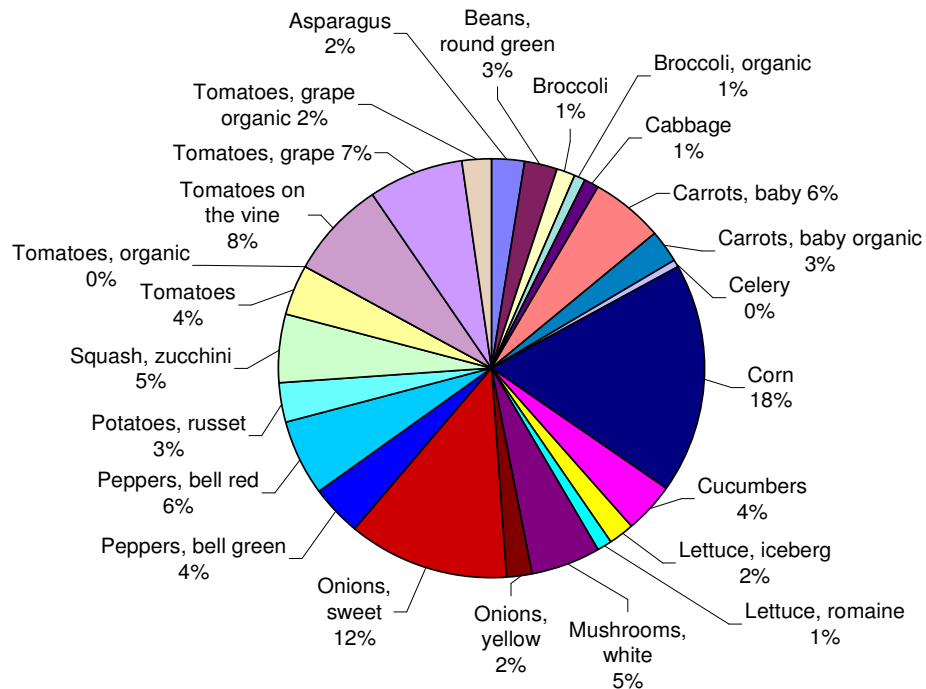
2 - Date range reflects one week of data collection ending on the report release date and encompasses ad pricing good from the Saturday before report release date through the following Thursday.



**Fruits as Percentage of Total Fruit Ads  
May 23, 2008**



**Vegetables as Percentage of Total Vegetable Ads  
May 23, 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	1,290	1.34	2,778	1.22	Asparagus	1,536	2.86	2,094	2.44
Avocados, hass each	4,693	1.30	3,873	1.27	Beans, round green	1,780	1.32	1,613	1.41
Bananas			223	0.60	Broccoli per bunch	738	1.50	2,600	1.56
Bananas, organic	26	0.85	78	0.88	Broccoli, organic per bunch	628	2.39	813	1.94
Blueberries 4.4 oz pkg	3,406	2.69	4,001	2.66	Cabbage	622	0.36	810	0.45
Cantaloupe each	4,491	2.63	3,132	2.45	Carrots, baby 1 lb bag	3,646	1.63	5,438	1.30
Cherries	9,259	3.72	6,980	3.98	Carrots, baby organic 1 lb bag	1,742	1.82	1,501	1.79
Clementines 5lb container					Celery each	244	0.79	674	1.18
Grapes, green/red	2,787	2.32	3,040	1.86	Corn each	11,619	0.30	4,049	0.41
Grapefruit, red each	78	0.73	179	0.87	Cucumbers each	2,474	0.56	3,921	0.62
Honeydew each	724	3.04	805	3.08	Lettuce, iceberg each	1,201	0.96	1,632	0.93
Limes each	2,547	0.37	1,986	0.37	Lettuce, romaine each	693	0.95	1,363	1.10
Lemons each	1,288	0.55	536	0.65	Mushrooms, white 8 oz pkg	3,497	1.84	3,935	1.68
Mangoes each	3,775	0.86	6,093	0.96	Onions, yellow 3 lb bag	1,238	1.72	1,370	1.42
Nectarines, yellow flesh	3,189	2.31	650	2.89	Onions, sweet yellow	7,882	0.91	6,980	0.96
Oranges, navel each	182	0.37	875	0.55	Peppers, bell green each	957	0.66	907	0.73
Pears, bartlett	268	1.56	226	1.75	Peppers, bell green	1,530	1.49	490	1.23
Peaches, yellow flesh	6,443	2.17	2,718	2.16	Peppers, bell red each	680	1.70	806	1.93
Pineapple each	3,152	3.43	2,876	3.04	Peppers, bell red	3,164	2.67	1,074	2.47
Plums			43	2.98	Potatoes, russett 5 lb bag	1,924	2.58	2,799	2.24
Strawberries 1 lb pkg	6,504	2.50	8,310	2.41	Squash, zucchini	3,478	1.28	2,723	1.19
Strawberries, organic 1 lb pkg	3,068	3.63	2,955	3.60	Sweet potatoes			438	0.80
Watermelon, miniature each	1,372	2.91	1,277	2.77	Tomatoes	2,413	1.56	2,418	1.49
Watermelon, seedless each	8,954	4.64	1,978	5.18	Tomatoes, organic	73	2.72	309	2.99
					Tomatoes on the vine	4,894	2.25	5,922	1.67
					Tomatoes, grape 1 pint	4,642	2.46	2,228	2.08
					Tomatoes, grape organic 1 pint	1,425	2.72	1,408	2.79

**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	1,532	1.81	1,280	1.72	Round Red Potatoes 5 lb bag	1,189	3.09	1,480	2.94
Cauliflower per lb	334	1.49	364	1.16	Navel Oranges per lb	398	0.96	1,776	0.94
Organic Cauliflower per lb	8	1.99	83	1.29	D'Anjou Pears per lb	117	1.51	1,135	1.29
Russet Potatoes per lb	1,907	0.73	2,488	0.68					
Russet Potatoes 10 lb bag	728	3.64	520	2.45					

**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	0.98 - 1.59	607	1.47	1.29 - 1.88	405	1.39	1.49	23	1.49
Avocados, hass	0.99 - 2.50 each	356	1.45	0.99 - 1.00 each	1,200	0.99	0.75 - 1.50 each	228	1.29
Bananas									
Bananas, organic	0.79	18	0.79						
Blueberries	1.50 - 3.00 4.4 oz	760	2.67	1.99 - 3.88 4.4 oz	828	2.57	2.00 - 3.49 4.4 oz	564	2.71
Cantaloupe	2.00 - 3.50 each	1,339	2.78	2.00 - 3.00 each	2,351	2.58	2.00 - 2.88 each	364	2.45
Cherries	1.99 - 5.99	2,239	4.10	2.99 - 4.99	2,207	3.89	2.48 - 3.99	1,034	3.34
Clementines									
Grapes, green/red	0.99 - 2.99	733	1.63	0.99 - 3.48	360	2.52	1.68 - 1.79	34	1.77
Grapefruit, red				0.98 each	43	0.98			
Honeydew	2.99 each	395	2.99	2.99 each	68	2.99	1.99 - 2.99 each	177	2.92
Limes	0.10 - 0.67 each	1,506	0.37	0.20 - 0.69 each	470	0.47	0.40 - 0.67 each	250	0.45
Lemons	0.34 - 0.68 each	1,088	0.55	0.34 - 0.75 each	131	0.50	0.66 - 0.67 each	49	0.66
Mangoes	0.75 - 1.25 each	1,583	0.92	0.50 - 1.50 each	644	0.85	0.69 - 0.79 each	486	0.74
Nectarines	1.98 - 2.99	573	2.25	1.99 2.49	171	2.12	2.49	220	2.49
Oranges, navel	0.25 - 0.50 each	155	0.37	0.34 each	15	0.34	0.33 each	12	0.33
Pears, bartlett	1.49 - 1.59	225	1.50	1.88	43	1.88			
Peaches	0.99 - 2.99	1,797	1.82	1.69 - 2.79	991	2.01	1.49 - 2.79	745	2.31
Pineapple	1.98 - 3.99 each	1,284	3.45	2.98 - 3.99 each	752	3.47	2.99 - 3.99 each	849	3.36
Plums									
Strawberries	1.50 - 2.99 16 oz pkg	1,796	2.49	1.50 - 3.88 16 oz pkg	1,846	2.37	1.69 - 2.99 16 oz pkg	912	2.48
Strawberries, organic	2.99 - 3.99 16 oz pkg	1,555	3.40	2.99 - 4.99 16 oz pkg	463	4.16	3.99 16 oz pkg	320	3.99
Watermelon, miniature				2.50 - 2.99 each	478	2.98	2.50 each	244	2.50
Watermelon, seedless	2.78 - 6.99 each	2,143	4.70	3.99 - 4.99 each	3,428	4.59	2.99 - 6.99 each	1,675	4.30

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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	0.78 - 1.49	122	1.18	0.68	133	0.68			
Avocados, hass	0.17 - 2.50 each	887	1.30	0.17 - 1.48 each	1,466	1.44	1.00 - 1.67 each	556	1.47
Bananas									
Bananas, organic				0.99	8	0.99			
Blueberries	2.00 - 3.50 4.4 oz	527	2.92	1.50 - 3.00 4.4 oz	699	2.62	2.99 - 3.99 4.4 oz	28	3.45
Cantaloupe	1.50 - 3.00 each	328	2.75	1.50 - 2.50 each	102	2.33	2.99 each	7	2.99
Cherries	1.69 - 4.99	1,244	3.84	1.29 - 3.99	1,759	3.31	2.88 - 4.99	776	3.39
Clementines									
Grapes, green/red	1.99 - 2.99	504	2.49	0.99 - 2.99	926	2.57	1.99 - 2.99	230	2.87
Grapefruit, red	0.50 each	21	0.50	0.33 each	14	0.33			
Honeydew	2.99 - 3.99 each	84	3.56						
Limes	0.07 - 0.15 each	228	0.11	0.20 - 0.33 each	93	0.21			
Lemons	0.79 each	20	0.79						
Mangoes	0.50 - 0.98 each	507	0.56	0.99 - 1.25 each	516	1.00	1.50 each	39	1.50
Nectarines	1.49 - 2.99	366	2.49	0.98 - 2.99	1,654	2.29	1.98 - 2.99	205	2.36
Oranges, navel									
Pears, bartlett									
Peaches	1.28 - 2.99	1,033	2.44	0.50 - 2.99	1,295	2.43	1.98 - 2.99	582	2.28
Pineapple	2.50 - 3.99 each	211	3.40	2.99 each	23	2.99	3.99 each	33	3.99
Plums									
Strawberries	2.00 - 3.00 16 oz pkg	850	2.63	0.99 - 2.99 16 oz pkg	962	2.73	1.50 - 3.00 16 oz pkg	138	2.11
Strawberries, organic	3.00 - 3.99 16 oz pkg	461	3.75	2.00 - 3.99 16 oz pkg	132	3.84	3.00 - 3.99 16 oz pkg	137	3.14
Watermelon, miniature	2.50 - 3.99 each	401	3.13	2.00 - 4.99 each	85	3.81	1.98 - 2.50 each	164	2.26
Watermelon, seedless	2.68 - 5.99 each	869	4.64	3.99 - 5.99 each	592	5.18	4.88 - 6.99 each	247	5.89

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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	1.99 - 2.99	668	2.96	2.98 - 2.99	251	2.99	1.31 - 3.99	303	2.51
Beans, round green	0.98 - 1.69	466	1.38	0.99 - 1.69	623	1.30	0.99 - 1.49	269	1.18
Broccoli	0.99 - 1.50 per bunch	214	1.28	1.50 - 2.50 per bunch	137	2.14	1.29 - 1.50 per bunch	134	1.46
Broccoli, organic	1.99 - 2.99 per bunch	628	2.39						
Cabbage	0.50	26	0.50	0.32 - 0.39	314	0.36			
Carrots, baby	0.98 - 2.00 1 lb bag	1,379	1.59	0.99 - 2.00 1 lb bag	1,474	1.83	0.97 - 1.88 1 lb bag	441	1.37
Carrots, baby organic	1.50 - 2.99 1lb bag	1,072	1.95	1.50 - 2.99 1lb bag	121	1.88	1.29 - 1.67 1lb bag	92	1.54
Celery	1.29 - 1.67 each	52	1.38	1.29 - 0.98 each	11	0.98	0.88 each	28	0.88
Corn	0.17 - 0.31 each	2,340	0.29	0.20 - 0.34 each	2,879	0.28	0.19 - 0.50 each	1,829	0.27
Cucumbers	0.33 - 0.79 each	410	0.65	0.33 - 0.98 each	1,049	0.52	0.59 - 0.99 each	314	0.72
Lettuce, iceberg	0.79 - 1.69 each	209	0.95	0.99 - 1.28 each	541	1.01			
Lettuce, romaine	0.98 - 1.29 each	121	1.11	0.79 - 1.00 each	128	0.83			
Mushrooms, white	1.50 - 2.00 8 oz pkg	906	1.71	1.48 - 2.50 8 oz pkg	1,482	2.02	1.39 - 2.00 8 oz pkg	511	1.64
Onions, yellow	1.50 - 2.50 3 lb bag	157	1.95	1.69 - 2.50 3 lb bag	493	1.73	1.50 - 2.49 3 lb bag	85	1.80
Onions, sweet yellow	0.96 - 0.99	2,524	0.97	0.59 - 1.00	1,823	0.83	0.59 - 0.99	1,458	0.74
Peppers, bell green				0.60 each	74	0.60			
Peppers, bell green	1.49 - 1.69	871	1.56	1.49	68	1.49	0.79 - 1.99	342	1.32
Peppers, bell red	2.50 each	1	2.50	2.50 each	155	2.50	0.99 each	23	0.99
Peppers, bell red	1.58 - 3.49	1,626	2.41	1.99 - 3.98	1,200	2.99	2.79 - 2.99	291	2.80
Potatoes, russet	1.99 - 2.99 5 lb bag	826	2.79	2.00 - 2.99 5 lb bag	283	2.45	2.00 - 2.99 5 lb bag	570	2.43
Squash, zucchini	0.99 - 1.78	1,212	1.37	0.88 - 1.59	1,121	1.26	0.97 - 1.49	279	1.39
Sweet potatoes									
Tomatoes	0.99 - 2.99	666	1.55	0.99 - 1.99	779	1.76	0.99 - 1.77	286	1.49
Tomatoes, organic	2.50 - 2.99	73	2.72						
Tomatoes on the vine	0.99 - 2.50	1,233	2.11	0.99 - 2.98	779	2.02	1.28 - 2.50	625	1.90
Tomatoes, grape	1.50 - 3.99 1 pint	1,976	2.24	1.50 - 3.99 1 pint	1,642	2.71	1.79 - 2.50 1 pint	370	2.42
Tomatoes, grape organic	2.50 - 3.00 1 pint	949	2.65	3.00 1 pint	45	3.00	2.50 1 pint	117	2.50

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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	245	2.99	1.99 - 2.99	41	2.23	1.98 - 2.99	28	2.74
Beans, round green	0.99 - 1.29	173	1.17	1.50	249	1.50			
Broccoli	1.25 - 2.00 per bunch	253	1.37						
Broccoli, organic									
Cabbage	0.38 - 0.44	51	0.42	0.25 - 0.33	211	0.32	0.38	20	0.38
Carrots, baby	0.97 - 1.79 1 lb bag	297	1.20				1.50 1 lb bag	55	1.50
Carrots, baby organic				1.50 - 1.98 1lb bag	239	1.53	1.50 - 2.00 1lb bag	218	1.58
Celery	0.98 each	20	0.98	0.49 each	133	0.49			
Corn	0.20 - 0.50 each	1,508	0.37	0.20 - 0.50 each	2,126	0.30	0.25 - 0.60 each	937	0.34
Cucumbers	0.25 - 0.58 each	187	0.50	0.20 - 0.69 each	448	0.46	0.50 - 0.60 each	66	0.57
Lettuce, iceberg	0.67 - 0.99 each	144	0.90	0.50 - 1.00 each	287	0.95	0.50 each	20	0.50
Lettuce, romaine	0.77 - 1.19 each	138	1.05	0.50 - 1.00 each	244	0.90	0.88 - 0.99 each	62	0.91
Mushrooms, white	1.39 - 2.00 8 oz pkg	281	1.71	1.50 - 2.00 8 oz pkg	292	1.79	2.00 8 oz pkg	25	2.00
Onions, yellow	1.00 3 lb bag	21	1.00	0.99 - 1.99 3 lb bag	280	1.79	1.49 3 lb bag	202	1.49
Onions, sweet yellow	0.59 - 0.99	1,006	0.84	0.79 - 1.29	766	1.21	0.50 - 1.50	305	1.19
Peppers, bell green	0.50 - 0.69 each	633	0.54	0.99 each	48	0.99	0.99 each	202	0.99
Peppers, bell green				1.50	249	1.50			
Peppers, bell red	0.67 - 1.99 each	290	1.66	1.00 - 1.25 each	131	1.23	1.25 each	80	1.25
Peppers, bell red	2.99	47	2.99						
Potatoes, russet	1.99 - 2.69 5 lb bag	112	2.47	2.50 5 lb bag	106	2.50	1.29 - 2.00 5 lb bag	27	1.58
Squash, zucchini	0.98 - 1.29	622	1.17	0.98 - 0.99	200	0.99	0.99 - 1.29	44	1.10
Sweet potatoes									
Tomatoes	0.99 - 1.98	88	1.22	0.59 - 2.49	594	1.40			
Tomatoes, organic									
Tomatoes on the vine	0.99 - 2.99	665	2.27	0.99 - 2.99	1,126	2.71	1.48 - 2.69	466	2.33
Tomatoes, grape	2.00 1 pint	47	2.00	1.66 - 2.50 1 pint	507	2.48	1.50 - 3.00 1 pint	100	2.76
Tomatoes, grape organic				3.00 1 pint	314	3.00			

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