



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 24

Issued Weekly

Friday, June 13, 2008

### Advertised Prices for Fruits & Vegetables at Major Retail Supermarket Outlets 06/07 to 06/19<sup>1, 2</sup>

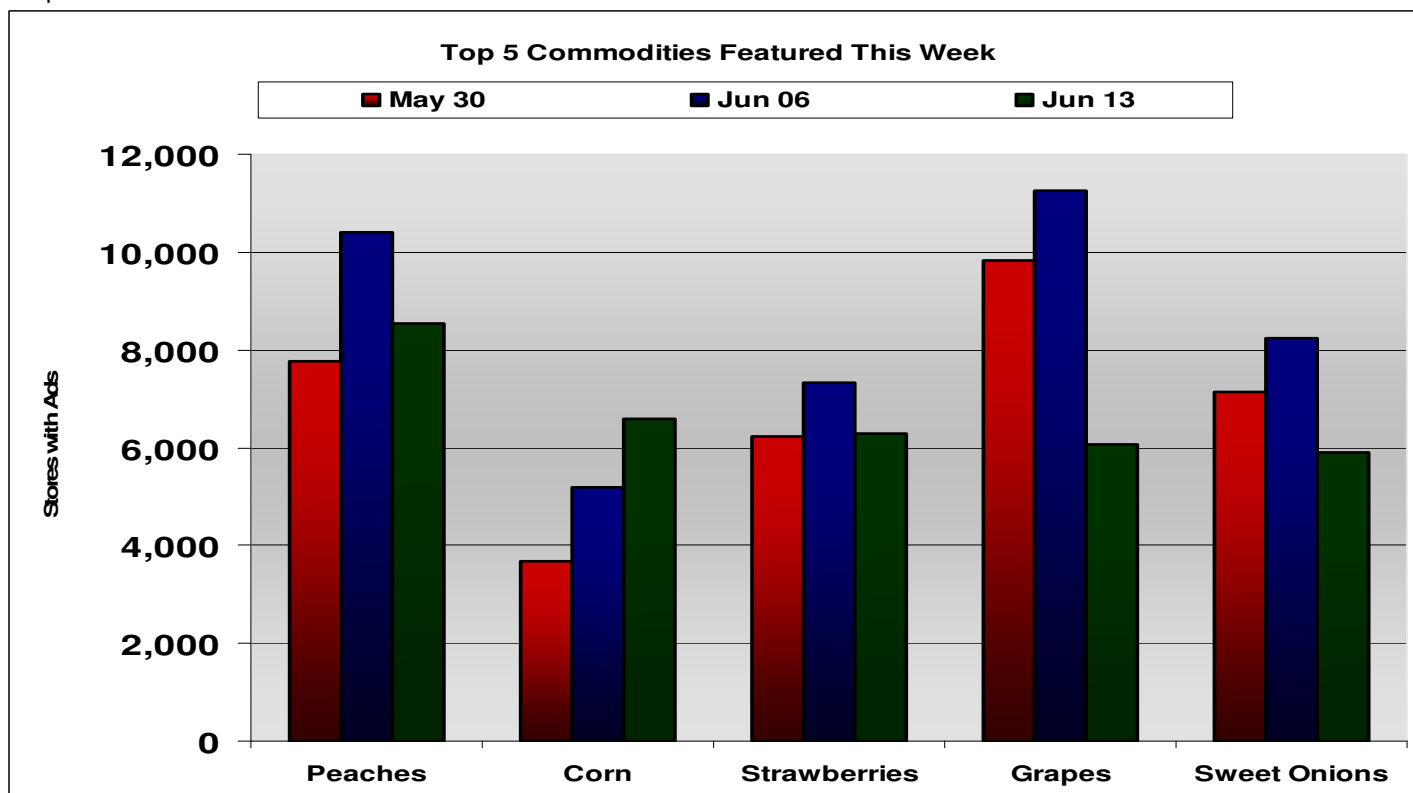
#### Barbeque Items for Father's Day

This week's ads were focused largely on the upcoming Father's Day holiday with special sales on barbeque items, drinks, snacks, and anything else "Dad" might like. Retailers also continued to feature a variety of general merchandise as part of summertime themes as well as many dairy products in honor of National Dairy Month.

Although overall fresh produce ad activity declined over 17% and fruit ads were down more than 32%, vegetable ads were up almost 6%. This increase is due mainly to the large increases in ad activity on bell peppers and tomatoes on the vine. Both green and red peppers sold per pound and each combined accounted for 13% of vegetable ad activity. Tomatoes were a surprisingly popular item as well, despite the recent salmonella outbreak.

The top 5 items this week were centered on seasonal produce, especially fruits. They included: peaches, corn, strawberries, grapes, and sweet onions.

Berries were featured quite heavily yet again this week. Blueberries were beginning to be advertised most often in pints as opposed to the 4.4 oz package. This data is reflected in our seasonal category below along with blackberries and raspberries.

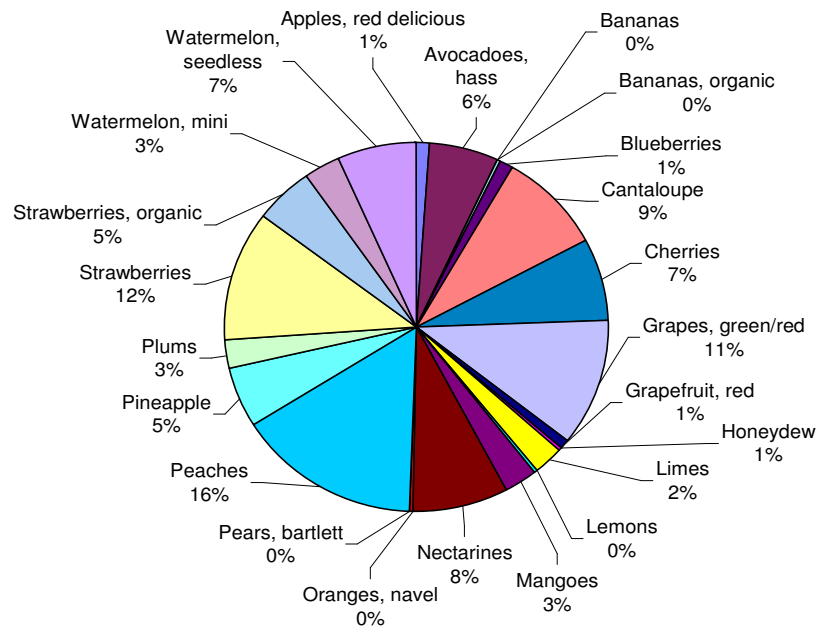


1 - Fruit and Vegetable Market News surveys more than 200 retailers, comprising roughly 17,000 individual stores, with online weekly advertised features.

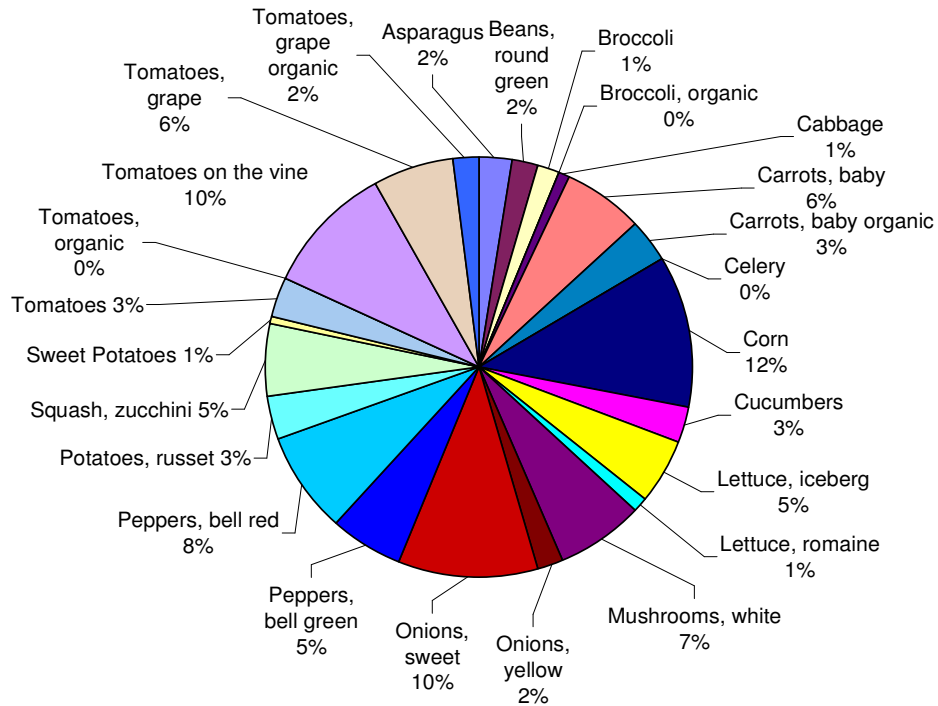
2 - Date range reflects one week of data collection ending on the report release date and encompasses ad pricing good from the Saturday before report release date through the following Thursday.



**Fruits as Percentage of Total Fruit Ads  
June 13, 2008**



**Vegetables as Percentage of Total Vegetable Ads  
June 13, 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	595	1.34	655	1.23	Asparagus	1,357	2.57	1,963	2.67
Avocados, hass each	3,224	1.37	3,771	1.32	Beans, round green	1,184	1.33	2,687	1.32
Bananas	50	0.51	96	0.51	Broccoli per bunch	828	1.51	823	1.64
Bananas, organic	18	0.79	18	0.79	Broccoli, organic per bunch	73	1.84	666	2.22
Blueberries 4.4 oz pkg	639	2.52	1,533	2.82	Cabbage	504	0.36	1,292	0.44
Cantaloupe each	4,831	2.38	7,005	2.28	Carrots, baby 1 lb bag	3,462	1.50	2,429	1.50
Cherries	4,089	3.61	10,770	3.61	Carrots, baby organic 1 lb bag	1,788	1.89	1,008	1.66
Clementines 5lb container					Celery each	8	0.99		
Grapes, green/red	6,078	1.64	11,266	1.71	Corn each	6,602	0.37	5,193	0.40
Grapefruit, red each	340	0.96	43	0.33	Cucumbers each	1,625	0.52	3,127	0.64
Honeydew each	293	3.64	855	2.90	Lettuce, iceberg each	2,732	0.94	1,136	1.12
Limes each	1,341	0.30	3,544	0.31	Lettuce, romaine each	679	0.91	1,412	1.04
Lemons each	76	0.45	935	0.64	Mushrooms, white 8 oz pkg	3,699	1.76	2,730	1.71
Mangoes each	1,595	0.85	4,375	0.97	Onions, yellow 3 lb bag	1,195	1.81	1,454	1.90
Nectarines, yellow flesh	4,442	1.73	7,417	1.90	Onions, sweet yellow	5,912	0.95	8,247	0.90
Oranges, navel each	68	0.20	43	1.00	Peppers, bell green each	392	0.77	351	0.80
Pears, bartlett	26	1.50			Peppers, bell green	2,697	1.43	806	1.42
Peaches, yellow flesh	8,543	1.67	10,396	1.70	Peppers, bell red each	1,489	1.13	814	1.29
Pineapple each	2,790	2.87	1,997	2.88	Peppers, bell red	2,959	2.55	720	2.75
Plums	1,399	2.27	1,896	2.23	Potatoes, russett 5 lb bag	1,907	2.10	1,484	2.28
Strawberries 1 lb pkg	6,302	2.48	7,320	2.52	Squash, zucchini	3,060	1.14	4,096	1.19
Strawberries, organic 1 lb pkg	2,685	3.13	2,298	3.33	Sweet potatoes	343	0.91	721	0.89
Watermelon, miniature each	1,754	3.40	1,542	3.14	Tomatoes	1,625	1.54	1,255	1.72
Watermelon, seedless each	3,593	4.37	3,086	5.33	Tomatoes, organic	27	2.69	275	3.01
					Tomatoes on the vine	5,695	1.85	4,425	2.15
					Tomatoes, grape 1 pint	3,503	2.36	3,793	1.96
					Tomatoes, grape organic 1 pint	1,020	2.66	1,486	2.81

**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	642	1.74	1,023	2.02	Round Red Potatoes 5 lb bag	756	3.02	2,011	2.99
Apricots per lb	1,654	2.60			Navel Oranges per lb	317	1.25	36	0.99
Blackberries 6 oz	1,507	2.95			D'Anjou Pears per lb	249	1.25	275	1.33
Russet Potatoes per lb	432	0.74	503	0.77	Raspberries 6 oz	4,416	2.73		
Russet Potatoes 10 lb bag	210	3.21	545	2.23	Blueberries pint	4,221	2.90		

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



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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	1.28 - 1.50	569	1.34						
Avocados, hass	1.50 - 2.00 each	576	1.52	0.99 - 1.00 each	363	0.99	0.77 - 1.50 each	38	0.96
Bananas	0.49	4	0.49						
Bananas, organic	0.79	18	0.79						
Blueberries	2.50 4.4 oz	155	2.50	3.00 4.4 oz	124	3.00			
Cantaloupe	1.99 - 3.00 each	1,178	2.81	1.50 - 3.00 each	2,053	2.40	2.00 - 2.99 each	281	2.37
Cherries	1.99 - 4.99	364	3.18	2.97 - 5.99	201	5.07	2.88 - 4.98	828	3.16
Clementines									
Grapes, green/red	0.99 - 2.99	666	1.66	0.98 - 2.49	1,004	1.93	0.88 - 1.99	1,349	1.36
Grapefruit, red									
Honeydew	2.50 - 4.99 each	156	3.52	3.99 each	16	3.99	3.99 each	70	3.99
Limes	0.13 - 0.68 each	676	0.35	0.33 - 0.50 each	238	0.42	0.33 each	49	0.33
Lemons	0.50 each	48	0.50						
Mangoes	0.68 - 2.50 each	918	0.89	0.75 - 1.00 each	261	0.93	0.50 - 1.00 each	88	0.80
Nectarines	0.99 - 2.99	214	1.36	1.29 2.49	1,188	1.90	1.49 - 2.49	1,043	1.93
Oranges, navel									
Pears, bartlett	1.50	26	1.50						
Peaches	0.79 - 2.99	578	2.03	0.79 - 1.99	3,486	1.54	0.99 - 1.99	1,190	1.58
Pineapple	2.49 - 2.99 each	466	2.57	2.50 - 3.00 each	876	2.97	2.99 - 3.49 each	505	3.01
Plums	1.98 - 2.49	235	2.11	0.99	29	0.99	1.49 - 1.79	47	1.64
Strawberries	1.68 - 2.99 16 oz pkg	1,736	2.61	1.67 - 3.49 16 oz pkg	1,865	2.64	1.48 - 3.00 16 oz pkg	1,068	1.97
Strawberries, organic	2.99 - 3.99 16 oz pkg	1,167	3.64	3.00 - 3.50 16 oz pkg	58	3.39	2.00 - 3.50 16 oz pkg	416	3.16
Watermelon, miniature	3.00 - 4.99 each	192	3.61	3.00 each	45	3.00	3.99 each	70	3.99
Watermelon, seedless	3.50 - 4.99 each	768	4.03	2.98 - 5.99 each	1,477	4.25	3.49 - 4.99 each	598	4.45

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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	1.29	26	1.29						
Avocados, hass	0.16 - 1.50 each	500	0.71	0.33 - 2.50 each	1,191	1.41	0.89 - 2.49 each	556	1.99
Bananas				0.59	8	0.59	0.49	38	0.49
Bananas, organic									
Blueberries	2.50 4.4 oz	18	2.50	2.00 - 2.99 4.4 oz	140	2.88	1.99 4.4 oz	202	1.99
Cantaloupe	0.79 - 2.99 each	701	2.28	0.79 - 1.50 each	366	0.98	1.97 - 3.50 each	252	2.46
Cherries	2.88 - 4.99	873	3.85	0.99 - 4.99	1,316	3.99	1.99 - 4.99	507	2.70
Clementines									
Grapes, green/red	0.88 - 1.99	1,224	1.50	0.77 - 2.99	1,565	1.80	0.88 - 1.88	270	1.48
Grapefruit, red				0.33 - 1.00 each	328	0.97	0.59 each	12	0.59
Honeydew	3.00 - 3.99 each	51	3.39						
Limes	0.03 - 0.10 each	197	0.07	0.10 - 0.33 each	140	0.11	0.20 - 0.50 each	41	0.33
Lemons							0.20 - 0.50 each	28	0.37
Mangoes	0.33 - 1.00 each	210	0.79	0.25 - 0.77 each	107	0.46	1.50 each	11	1.50
Nectarines	0.99 - 1.99	706	1.82	0.50 - 2.29	1,133	1.33	0.96 - 2.99	158	2.11
Oranges, navel	0.20 each	68	0.20						
Pears, bartlett									
Peaches	0.88 - 2.39	1,553	1.58	0.50 - 2.29	1,007	1.89	0.99 - 2.99	729	2.00
Pineapple	1.50 - 2.99 each	179	2.70	1.50 - 2.99 each	449	2.77	2.99 - 3.99 each	315	3.02
Plums	0.99 - 2.99	478	1.99	0.79 - 2.99	597	2.67	1.98	13	1.98
Strawberries	1.50 - 3.00 16 oz pkg	728	2.41	1.50 - 2.99 16 oz pkg	867	2.57	1.79 16 oz pkg	38	1.79
Strawberries, organic	2.99 - 3.00 16 oz pkg	289	2.99	1.99 - 3.49 16 oz pkg	614	2.28	2.00 - 3.99 16 oz pkg	141	2.74
Watermelon, miniature	2.00 - 3.99 each	308	3.00	1.99 - 3.99 each	992	3.53	1.25 - 3.50 each	147	2.84
Watermelon, seedless	3.98 - 4.99 each	142	4.59	2.99 - 4.99 each	318	4.93	4.88 - 4.99 each	290	4.95

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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	192	2.99	2.98 - 2.99	319	2.98	1.97 - 2.99	549	2.22
Beans, round green	0.99 - 1.49	220	1.42	0.95 - 1.49	242	1.09	0.88 - 1.49	405	1.10
Broccoli	1.49 - 1.50 per bunch	88	1.49	1.00 - 1.68 per bunch	239	1.24	1.66 - 1.88 per bunch	431	1.70
Broccoli, organic									
Cabbage	0.29	49	0.29	0.34 - 0.39	222	0.38	0.44	95	0.44
Carrots, baby	0.99 - 2.00 1 lb bag	580	1.51	0.99 - 1.50 1 lb bag	949	1.49	0.77 - 1.67 1 lb bag	218	1.04
Carrots, baby organic	1.69 - 2.99 1lb bag	602	2.11	2.00 1lb bag	45	2.00	2.00 1lb bag	100	2.00
Celery									
Corn	0.20 - 0.50 each	2,072	0.35	0.20 - 0.50 each	774	0.37	0.20 - 0.44 each	1,304	0.29
Cucumbers	0.34 - 0.67 each	626	0.51	0.44 - 0.50 each	150	0.48	0.44 - 0.69 each	217	0.58
Lettuce, iceberg	0.98 - 0.99 each	90	0.99	0.77 - 1.49 each	1,321	0.95	0.88 - 1.00 each	294	0.91
Lettuce, romaine	0.89 - 0.99 each	378	0.96	0.79 each	106	0.79			
Mushrooms, white	1.48 - 2.00 8 oz pkg	960	1.85	1.00 - 2.00 8 oz pkg	1,561	1.68	1.39 - 2.00 8 oz pkg	475	1.67
Onions, yellow	1.79 - 1.99 3 lb bag	392	1.89	1.99 3 lb bag	460	1.99	1.50 - 2.00 3 lb bag	128	1.90
Onions, sweet yellow	0.69 - 1.50	1,579	1.00	0.58 - 1.00	2,089	0.79	0.59 - 1.29	1,114	0.85
Peppers, bell green				1.00 each	124	1.00	0.66 - 1.00 each	110	0.79
Peppers, bell green	0.99 - 1.99	1,417	1.48	1.49 - 1.97	895	1.50	1.29	96	1.29
Peppers, bell red	0.99 - 1.00 each	197	1.00	0.77 - 1.00 each	333	0.96	0.77 - 1.50 each	399	1.17
Peppers, bell red	0.99 - 3.99	1,307	2.46	2.99 - 3.99	1,092	3.00	2.99	29	2.99
Potatoes, russet	1.99 - 3.00 5 lb bag	976	2.56	0.99 - 2.50 5 lb bag	590	1.25	2.50 5 lb bag	188	2.50
Squash, zucchini	0.49 - 1.99	1,474	1.10	0.98 - 1.99	737	1.26	0.99 - 1.47	390	1.21
Sweet potatoes	0.88 - 1.00	234	0.99				0.78	35	0.78
Tomatoes	1.99 - 2.00	286	1.99	0.69 - 1.99	615	1.63	1.69	70	1.69
Tomatoes, organic									
Tomatoes on the vine	1.29 - 2.50	879	1.79	0.99 - 2.50	2,107	1.73	1.28 - 2.39	748	1.69
Tomatoes, grape	2.00 - 2.99 1 pint	600	2.20	1.50 - 2.99 1 pint	2,029	2.44	2.00 - 2.50 1 pint	506	2.15
Tomatoes, grape organic	3.49 1 pint	33	3.49	2.00 - 2.98 1 pint	162	2.42	2.00 - 2.50 1 pint	329	2.23

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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	1.99 - 2.99	126	2.37	2.49 - 2.99	17	2.75	1.48 - 2.99	154	2.54
Beans, round green	0.99 - 1.69	154	1.53	1.99	163	1.99			
Broccoli	0.99 - 1.50 per bunch	51	1.30	0.99 per bunch	8	0.99	1.29 per bunch	11	1.29
Broccoli, organic	1.99 per bunch	36	1.99	1.49 - 1.59 per bunch	26	1.56	1.99 per bunch	11	1.99
Cabbage	0.33 - 0.44	42	0.39	0.25	96	0.25			
Carrots, baby	1.00 - 1.50 1 lb bag	322	1.41	0.79 - 1.79 1 lb bag	1,191	1.58	1.69 1 lb bag	202	1.69
Carrots, baby organic	1.50 - 1.69 1 lb bag	313	1.66	1.50 - 1.89 1lb bag	706	1.80	1.50 1lb bag	22	1.50
Celery				0.99 each	8	0.99			
Corn	0.24 - 0.50 each	582	0.31	0.20 - 0.75 each	1,609	0.49	0.25 - 0.50 each	261	0.35
Cucumbers	0.33 - 0.50 each	401	0.46	0.50 - 0.69 each	139	0.68	0.50 - 0.69 each	92	0.52
Lettuce, iceberg	0.58 - 1.00 each	292	0.93	0.50 - 1.00 each	722	0.94	0.89 each	13	0.89
Lettuce, romaine	0.77 - 0.99 each	150	0.87	0.83 - 0.99 each	17	0.91	0.99 - 1.00 each	28	0.99
Mushrooms, white	1.49 - 2.39 8 oz pkg	238	1.99	1.50 - 2.00 8 oz pkg	252	1.98	1.29 - 2.00 8 oz pkg	213	1.53
Onions, yellow	1.00 - 1.99 3 lb bag	215	1.24						
Onions, sweet yellow	0.69 - 0.99	191	0.84	0.49 - 1.69	387	1.30	0.78 - 1.69	552	1.45
Peppers, bell green	0.50 each	3	0.50	0.79 each	17	0.79	0.50 - 0.68 each	138	0.55
Peppers, bell green				0.49 - 1.99	289	0.96			
Peppers, bell red	0.49 - 0.99 each	160	0.78	1.00 - 1.49 each	60	1.39	0.67 - 1.50 each	340	1.43
Peppers, bell red				0.97 - 1.99	517	1.78	2.99	14	2.99
Potatoes, russet	0.99 - 2.69 5 lb bag	153	1.93						
Squash, zucchini	0.77 - 1.29	447	1.02	0.88	12	0.88			
Sweet potatoes	0.69 - 0.79	74	0.73						
Tomatoes	0.67 - 1.99	365	1.20	0.99 - 2.00	289	1.28			
Tomatoes, organic				1.99	8	1.99	2.99	19	2.99
Tomatoes on the vine	1.50 - 2.99	202	2.35	0.89 - 2.50	1,084	2.24	0.78 - 2.99	675	1.69
Tomatoes, grape	2.50 1 pint	330	2.50				2.00 1 pint	38	2.00
Tomatoes, grape organic	2.29 - 2.99 1 pint	378	2.79				3.50 1 pint	118	3.50

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