



Agricultural  
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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 25

Issued Weekly

Friday, June 20, 2008

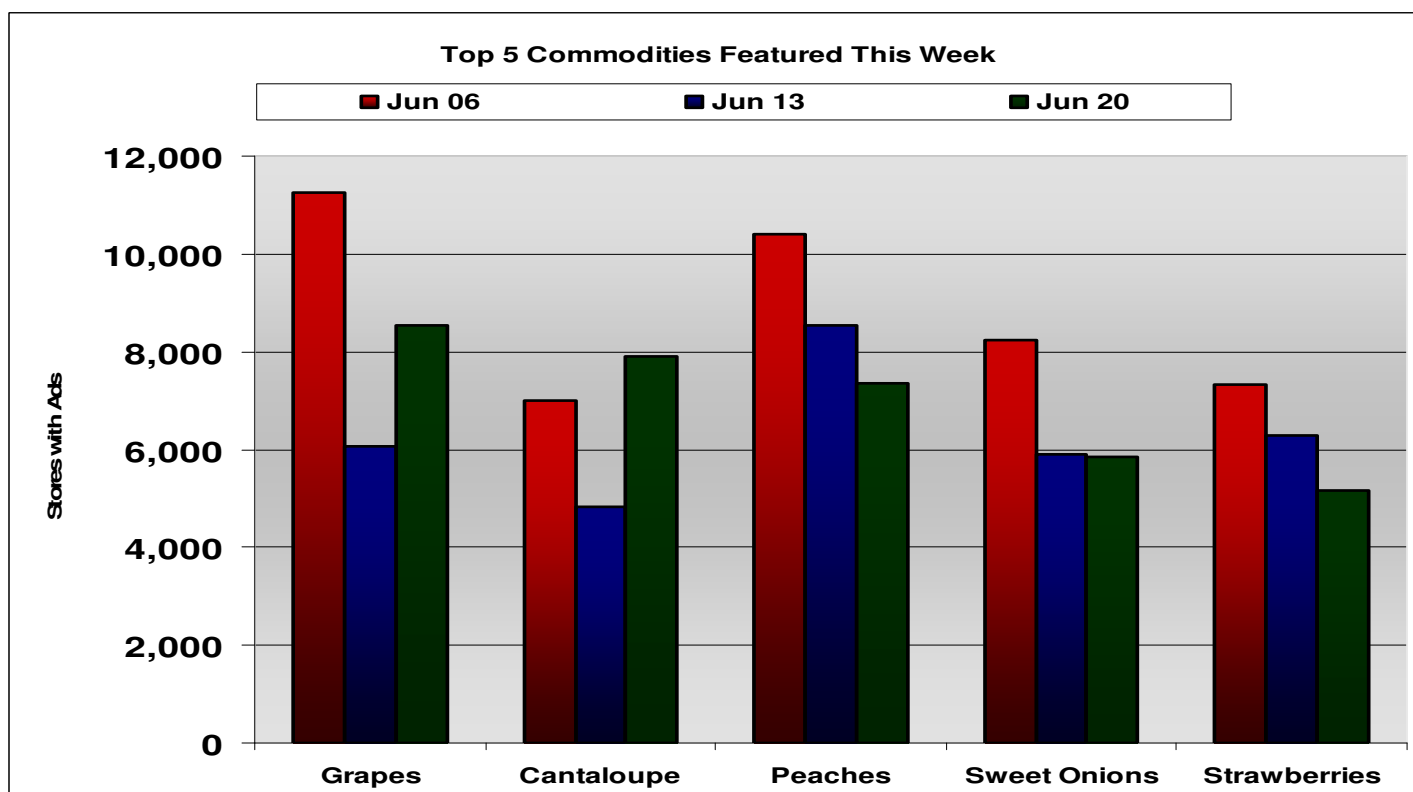
### Advertised Prices for Fruits & Vegetables at Major Retail Supermarket Outlets 06/14 to 06/26<sup>1, 2</sup>

#### Retailers Entice Shoppers with Summer Themes and Seasonal Produce

Summer and its bounty of domestically-grown fresh fruits and vegetables continued to be the theme of most retail ads this week. Many retailers led their ads with produce and these front pages most often featured berries, stone fruits and melons. Often, ads highlighted locally or regionally-grown produce, such as blueberries from New Jersey. “Buy-one-get-one-free” and “10 for \$10” ads were abundant this week.

Fresh produce ad activity rebounded this week with an overall increase of 12%. Fruits were up roughly 27% and vegetables declined by about 2%. The top 5 items were once again concentrated on fruits and included: grapes, cantaloupes, peaches, sweet onions, and strawberries. Despite a decline of vegetable ads reported, however, many seasonal vegetable ads (eggplants, okra, yellow squash) not captured in this report were noted.

Once again, berries were featured quite heavily. Blueberries continue 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.

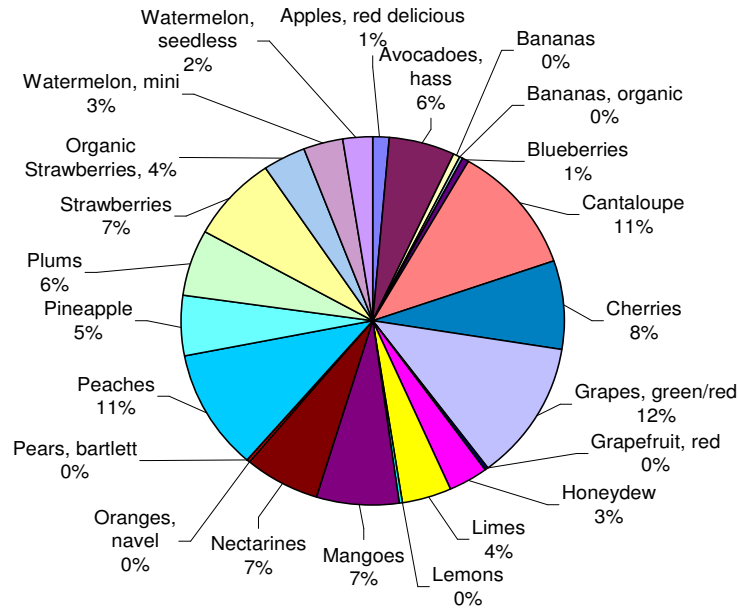


1 - Fruit and Vegetable Market News surveys more than 200 retailers, comprising roughly 17,000 individual stores, with online weekly advertised features.

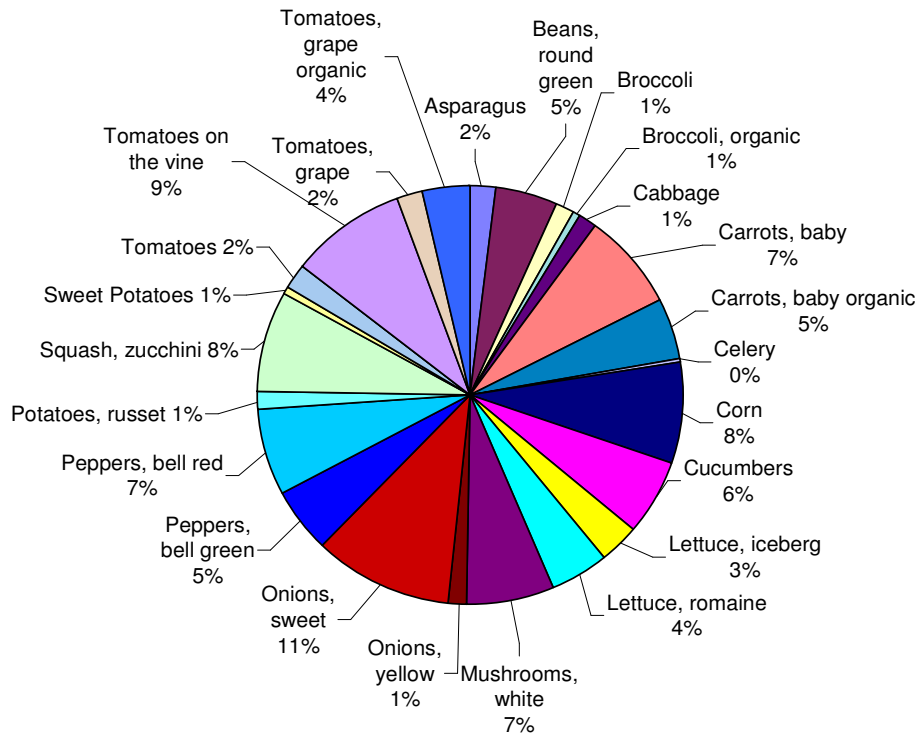
2 - Date range reflects one week of data collection ending on the report release date and encompasses ad pricing good from the Saturday before report release date through the following Thursday.



**Fruits as Percentage of Total Fruit Ads  
June 20, 2008**



**Vegetables as Percentage of Total Vegetable Ads  
June 20, 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	874	1.18	595	1.34	Asparagus	1,074	2.54	1,357	2.57
Avocados, hass each	3,918	1.12	3,224	1.37	Beans, round green	2,618	1.46	1,184	1.33
Bananas	322	0.50	50	0.51	Broccoli per bunch	721	1.64	828	1.51
Bananas, organic	245	0.87	18	0.79	Broccoli, organic per bunch	327	2.24	73	1.84
Blueberries 4.4 oz pkg	374	2.09	639	2.52	Cabbage	822	0.40	504	0.36
Cantaloupe each	7,911	2.17	4,831	2.38	Carrots, baby 1 lb bag	4,061	1.34	3,462	1.50
Cherries	5,360	3.76	4,089	3.61	Carrots, baby organic 1 lb bag	2,664	1.70	1,788	1.89
Clementines 5lb container					Celery each	80	0.99	8	0.99
Grapes, green/red	8,528	1.44	6,078	1.64	Corn each	4,259	0.39	6,602	0.37
Grapefruit, red each	206	0.85	340	0.96	Cucumbers each	3,261	0.63	1,625	0.52
Honeydew each	2,325	2.85	293	3.64	Lettuce, iceberg each	1,705	0.88	2,732	0.94
Limes each	2,937	0.22	1,341	0.30	Lettuce, romaine each	2,430	1.17	679	0.91
Lemons each	174	0.37	76	0.45	Mushrooms, white 8 oz pkg	3,692	1.78	3,699	1.76
Mangoes each	4,717	0.89	1,595	0.85	Onions, yellow 3 lb bag	767	1.73	1,195	1.81
Nectarines, yellow flesh	4,581	1.62	4,442	1.73	Onions, sweet yellow	5,856	1.02	5,912	0.95
Oranges, navel each	43	1.00	68	0.20	Peppers, bell green each	1,152	0.86	392	0.77
Pears, bartlett	95	1.28	26	1.50	Peppers, bell green	1,619	1.58	2,697	1.43
Peaches, yellow flesh	7,368	1.63	8,543	1.67	Peppers, bell red each	1,729	1.24	1,489	1.13
Pineapple each	3,669	3.48	2,790	2.87	Peppers, bell red	1,917	2.19	2,959	2.55
Plums	3,966	1.86	1,399	2.27	Potatoes, russett 5 lb bag	736	2.57	1,907	2.10
Strawberries 1 lb pkg	5,158	2.43	6,302	2.48	Squash, zucchini	4,248	1.23	3,060	1.14
Strawberries, organic 1 lb pkg	2,629	3.12	2,685	3.13	Sweet potatoes	343	0.76	343	0.91
Watermelon, miniature each	2,266	2.98	1,754	3.40	Tomatoes	1,053	1.38	1,625	1.54
Watermelon, seedless each	1,706	4.56	3,593	4.37	Tomatoes, organic			27	2.69
					Tomatoes on the vine	5,020	1.71	5,695	1.85
					Tomatoes, grape 1 pint	945	2.44	3,503	2.36
					Tomatoes, grape organic 1 pint	2,050	2.77	1,020	2.66

**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	118	1.97	642	1.74	Round Red Potatoes 5 lb bag	1,887	2.95	756	3.02
Apricots per lb	1,857	2.58	1,654	2.60	Navel Oranges per lb	245	1.49	317	1.25
Blackberries 6 oz	460	2.70	1,507	2.95	D'Anjou Pears per lb	29	0.99	249	1.25
Russet Potatoes per lb	82	0.80	432	0.74	Raspberries 6 oz	2,562	2.50	4,416	2.73
Russet Potatoes 10 lb bag			210	3.21	Blueberries pint	3,858	2.42	4,221	2.90

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



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Week of Friday June 20, 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	1.28 - 1.49	66	1.36	1.00 - 1.49	708	1.16	0.99	30	0.99
Avocados, hass	0.99 - 2.00 each	618	1.45	0.99 - 1.29 each	1,169	1.02	1.00 - 1.50 each	526	1.16
Bananas									
Bananas, organic	0.79 - 0.99	120	0.96						
Blueberries							1.99 - 2.00 4.4 oz	347	1.99
Cantaloupe	0.99 - 3.00 each	2,438	2.53	0.88 - 2.99 each	2,192	2.06	1.50 - 2.98 each	984	2.12
Cherries	2.99 - 4.99	1,131	4.12	2.69 - 5.99	1,927	3.46	2.48 - 4.49	610	3.85
Clementines									
Grapes, green/red	0.79 - 2.49	1,502	1.79	0.88 - 2.99	1,299	1.77	0.97 - 1.78	1,400	1.13
Grapefruit, red				0.25 each	29	0.25			
Honeydew	1.50 - 3.99 each	406	3.48	1.50 - 3.99 each	1,207	2.90	2.50 - 2.98 each	58	2.79
Limes	0.12 - 0.50 each	950	0.23	0.13 - 0.50 each	1,241	0.22			
Lemons	0.34 each	157	0.34						
Mangoes	0.50 - 1.25 each	894	0.99	0.75 - 1.50 each	1,161	1.03	0.67 - 1.25 each	790	0.94
Nectarines	0.88 - 2.99	636	1.40	0.89 - 2.99	78	2.14	0.99 - 1.99	853	1.43
Oranges, navel				1.00 each	43	1.00			
Pears, bartlett							1.28	95	1.28
Peaches	0.88 - 2.99	1,453	1.73	0.89 - 2.99	1,497	1.59	0.98 - 1.99	1,365	1.44
Pineapple	1.98 - 3.99 each	773	3.66	2.79 - 3.99 each	1,356	3.83	2.79 - 3.99 each	522	3.14
Plums	1.48 - 2.99	986	2.09	1.48 - 2.99	1,080	2.11	1.49 - 1.99	676	1.89
Strawberries	1.99 - 2.99 16 oz pkg	1,962	2.58	1.98 - 3.99 16 oz pkg	1,035	2.54	1.50 - 2.00 16 oz pkg	523	1.59
Strawberries, organic	2.50 - 3.99 16 oz pkg	919	3.17	2.50 - 3.50 16 oz pkg	84	3.33	2.49 - 3.50 16 oz pkg	530	3.02
Watermelon, miniature	2.99 - 3.99 each	316	3.16	2.99 - 3.99 each	178	3.09	2.50 - 2.99 each	293	2.70
Watermelon, seedless	3.00 - 5.99 each	495	4.39	3.00 - 5.99 each	334	4.53	3.88 - 5.99 each	216	4.87

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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	1.00 - 1.49	31	1.08	1.29	10	1.29	1.29	29	1.29
Avocados, hass	0.33 - 1.50 each	834	0.86	0.33 - 1.50 each	461	1.07	0.98 - 2.50 each	310	1.50
Bananas				0.50 - 0.59	322	0.50			
Bananas, organic	0.79	24	0.79	0.79	90	0.79	0.79	11	0.79
Blueberries	2.00 - 3.99 4.4 oz	19	3.47	3.00 4.4 oz	8	3.00			
Cantaloupe	1.00 - 3.99 each	1,243	2.02	0.99 - 2.50 each	974	1.68	3.50 each	80	3.50
Cherries	1.99 - 4.99	585	3.74	1.99 - 4.99	1,000	3.96	2.88 - 3.98	107	3.13
Clementines									
Grapes, green/red	1.00 - 1.99	1,416	1.43	0.69 - 1.99	2,297	1.32	0.98 - 1.99	614	1.11
Grapefruit, red				0.33 - 1.00 each	177	0.95			
Honeydew	1.50 - 2.99 each	243	2.13	2.50 each	411	2.50			
Limes	0.08 - 0.15 each	106	0.10	0.10 - 0.25 each	590	0.24	0.10 - 0.20 each	50	0.16
Lemons				0.79 each	9	0.79	0.45 each	8	0.45
Mangoes	0.33 - 1.00 each	586	0.75	0.33 - 1.00 each	1,080	0.64	0.59 - 1.50 each	206	1.09
Nectarines	0.97 - 1.99	1,034	1.71	0.79 - 1.99	1,476	1.65	0.99 - 1.99	504	1.85
Oranges, navel									
Pears, bartlett									
Peaches	0.79 - 2.39	1,143	1.70	0.59 - 1.99	1,530	1.64	0.99 - 1.99	380	1.89
Pineapple	2.00 - 2.99 each	90	2.79	1.99 - 3.99 each	646	2.71	3.50 - 3.99 each	282	3.85
Plums	0.98 - 1.99	359	1.39	0.69 - 1.69	704	1.40	0.99 - 1.99	161	1.75
Strawberries	1.48 - 2.50 16 oz pkg	1,083	2.47	1.50 - 2.50 16 oz pkg	488	2.43	1.50 - 2.50 16 oz pkg	67	2.00
Strawberries, organic	3.00 16 oz pkg	215	3.00	2.99 - 3.99 16 oz pkg	808	3.10	2.99 - 3.99 16 oz pkg	73	3.57
Watermelon, miniature	2.50 - 3.99 each	31	3.75	1.99 - 3.99 each	1,054	2.86	2.00 - 3.99 each	394	3.29
Watermelon, seedless	1.98 - 3.99 each	122	2.79	1.98 - 5.99 each	539	5.02			

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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	2.59	24	2.59	2.98 - 2.99	273	2.99	1.88 - 2.99	579	2.28
Beans, round green	0.99 - 2.79	732	1.71	0.99 - 2.79	630	1.23	1.28 - 1.79	441	1.50
Broccoli	1.58 - 2.00 per bunch	229	1.82	1.79 - 2.00 per bunch	90	1.90	1.25 - 2.00 per bunch	128	1.92
Broccoli, organic	0.99 - 2.99 per bunch	122	2.71	1.98 per bunch	197	1.98			
Cabbage	0.34 - 0.58	314	0.41	0.34 - 0.58	464	0.41			
Carrots, baby	1.00 - 2.00 1 lb bag	1,278	1.54	0.99 - 2.49 1 lb bag	290	1.68	0.88 - 1.25 1 lb bag	458	1.07
Carrots, baby organic	1.50 - 2.00 1lb bag	938	1.80	1.50 - 1.88 1lb bag	1,199	1.57			
Celery									
Corn	0.25 - 0.50 each	2,288	0.40	0.25 - 0.50 each	753	0.40	0.20 - 0.33 each	359	0.28
Cucumbers	0.34 - 0.79 each	790	0.64	0.49 - 0.98 each	1,543	0.65	0.50 - 1.00 each	171	0.76
Lettuce, iceberg	1.50 - 1.68 each	21	1.53	0.50 - 1.50 each	614	0.84	0.50 - 0.99 each	112	0.86
Lettuce, romaine	0.99 - 1.50 each	790	1.19	0.99 - 1.68 each	500	1.44	0.98 - 0.99 each	137	0.99
Mushrooms, white	1.00 - 2.50 8 oz pkg	1,157	1.98	1.00 - 2.99 8 oz pkg	1,245	1.74	1.00 - 1.79 8 oz pkg	370	1.57
Onions, yellow	1.79 - 2.99 3 lb bag	237	1.93	1.99 - 2.66 3 lb bag	177	2.19	2.00 3 lb bag	102	2.00
Onions, sweet yellow	0.69 - 1.49	2,111	1.14	0.77 - 1.49	2,074	0.95	0.68 - 1.00	181	0.90
Peppers, bell green	0.98 - 0.99 each	54	0.98	0.50 - 1.50 each	325	0.89	0.49 - 1.00 each	147	0.80
Peppers, bell green	0.98 - 1.99	438	1.42	1.69	1,044	1.69	1.28 - 1.99	116	1.41
Peppers, bell red	1.25 each	42	1.25	0.75 - 1.68 each	251	1.49	1.29 - 1.75 each	562	1.57
Peppers, bell red	0.98 - 3.99	1,526	2.25	1.99	68	1.99	1.99 - 2.99	276	2.08
Potatoes, russet	2.50 - 2.98 5 lb bag	44	2.94	1.99 - 2.99 5 lb bag	408	2.90	2.50 5 lb bag	28	2.50
Squash, zucchini	0.98 - 1.59	1,064	1.27	0.99 - 1.59	1,857	1.29	0.99 - 1.39	461	1.14
Sweet potatoes	0.69 - 1.00	85	0.82	0.59 - 0.79	258	0.75			
Tomatoes	1.49 - 2.49	135	1.73	0.89 - 1.49	275	1.23	1.00 - 1.88	399	1.40
Tomatoes, organic									
Tomatoes on the vine	1.00 - 2.99	1,445	1.67	0.99 - 2.99	2,201	1.99	0.99 - 1.49	343	1.12
Tomatoes, grape	1.50 - 2.99 1 pint	454	2.56	1.50 - 2.50 1 pint	334	2.38	1.67 - 2.50 1 pint	132	2.26
Tomatoes, grape organic	2.50 - 3.00 1 pint	708	2.69	2.00 - 3.00 1 pint	522	2.66	2.50 1 pint	30	2.50

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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							2.48 - 2.99	198	2.69
Beans, round green	0.98 - 1.29	229	1.09	1.49 - 1.99	586	1.51			
Broccoli	1.29 - 2.00 per bunch	93	1.54	0.69 - 1.29 per bunch	181	1.13			
Broccoli, organic				1.49 per bunch	8	1.49			
Cabbage				0.20 - 0.25	36	0.22	0.39	8	0.39
Carrots, baby	0.99 - 1.69 1 lb bag	384	1.21	0.79 - 2.00 1 lb bag	1,325	1.28	0.79 - 1.28 1 lb bag	326	1.00
Carrots, baby organic	1.69 1 lb bag	202	1.69	1.99 1lb bag	48	1.99	1.50 - 1.99 1lb bag	277	1.88
Celery	0.99 each	80	0.99						
Corn	0.25 - 0.50 each	363	0.36	0.40 - 0.59 each	489	0.45	0.50 each	7	0.50
Cucumbers	0.39 - 0.69 each	222	0.52	0.20 - 0.69 each	163	0.39	0.50 - 1.00 each	372	0.69
Lettuce, iceberg	0.79 - 0.88 each	79	0.82	0.29 - 1.00 each	879	0.89			
Lettuce, romaine	0.89 - 1.29 each	249	1.02	0.50 - 1.29 each	239	1.01	0.49 - 1.29 each	515	1.05
Mushrooms, white	1.00 - 1.69 8 oz pkg	384	1.36	1.29 - 2.00 8 oz pkg	448	1.98	1.00 - 1.50 8 oz pkg	88	1.44
Onions, yellow	1.00 - 1.25 3 lb bag	203	1.15	1.00 3 lb bag	48	1.00			
Onions, sweet yellow	0.87 - 1.39	240	1.02	0.50 - 1.00	906	0.94	0.68 - 1.29	344	0.97
Peppers, bell green	0.39 - 1.00 each	462	0.77	0.50 - 1.25 each	135	1.16	0.50 each	29	0.50
Peppers, bell green	0.59	21	0.59						
Peppers, bell red	0.50 - 1.00 each	485	1.00	0.33 each	63	0.33	1.00 - 1.50 each	326	1.04
Peppers, bell red				0.50 - 1.59	39	0.90	2.99	8	2.99
Potatoes, russet	1.32 - 2.89 5 lb bag	54	1.96				1.99 5 lb bag	202	1.99
Squash, zucchini	0.99 - 1.39	334	1.02	0.99 - 1.29	294	1.10	0.99 - 1.29	238	1.17
Sweet potatoes									
Tomatoes	0.99 - 1.33	159	1.20	1.49	85	1.49			
Tomatoes, organic									
Tomatoes on the vine	0.98 - 2.00	443	1.33	0.69 - 1.49	203	1.09	0.99 - 1.99	385	1.57
Tomatoes, grape	1.99 - 2.50 1 pint	25	2.09						
Tomatoes, grape organic	2.99 - 3.00 1 pint	342	2.99	3.00 1 pint	314	3.00	2.50 1 pint	134	2.50

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