



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 30

Issued Weekly

Friday, July 25, 2008

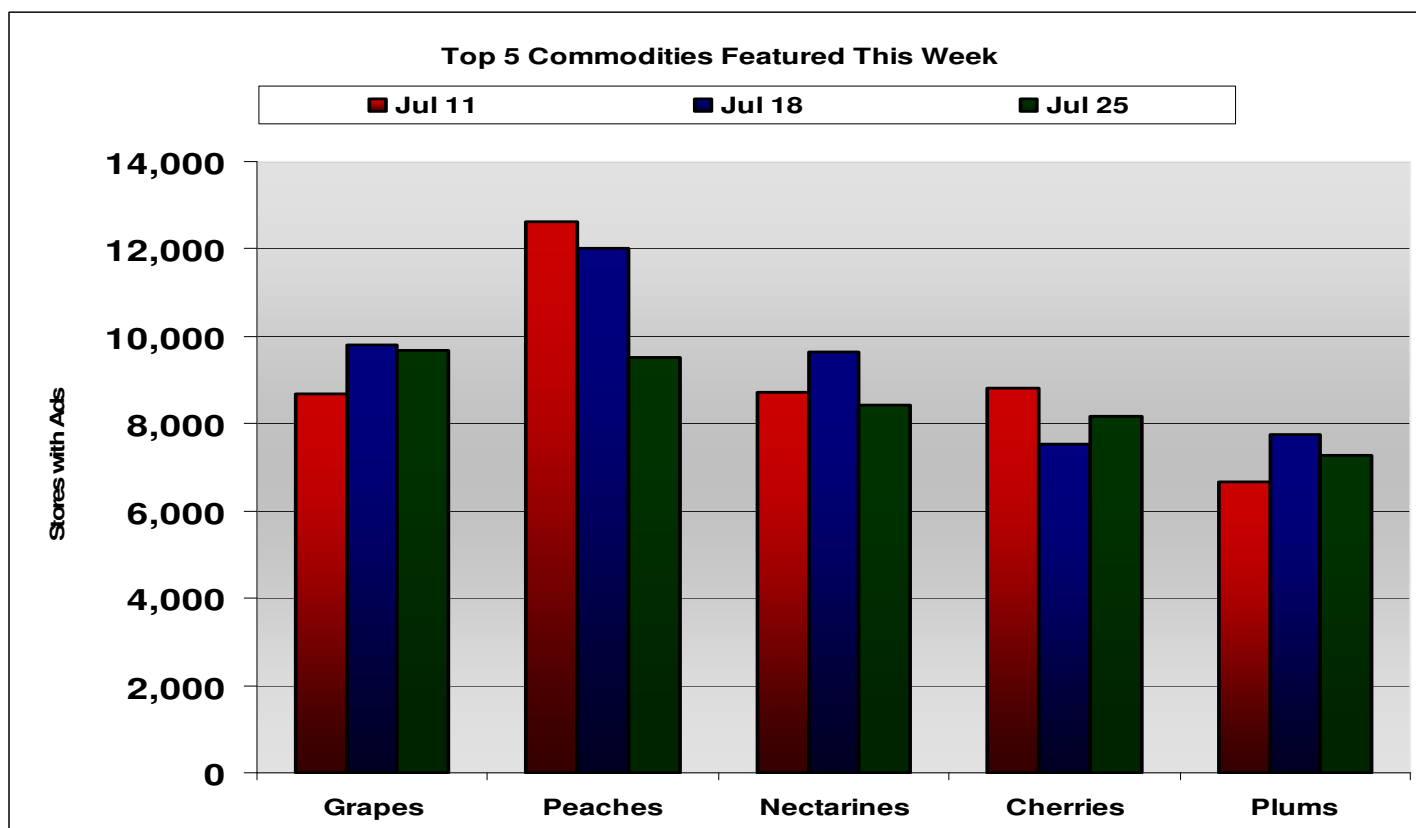
### Advertised Prices for Fruits & Vegetables at Major Retail Supermarket Outlets 07/19 to 07/31<sup>1, 2</sup>

#### Grapes and Stone Fruits Dominate Produce Ads

Retailers this week were running a wide variety of promotions to draw customers into stores. These included “buy-one-get-one-free”, “12 for \$12”, and “10 for \$10”, and “Dollar Days” type sales. In addition, many retailers were offering extra savings when purchasing a number of specific products. Still, others were luring customers by offering gas savings programs.

Overall, fresh produce ad activity was down nearly 15% this week with declines of almost 19% on fruit ads and more than 8% on vegetable ads. Fruits, especially grapes and stone fruits, continued to be the leading produce items featured. The top 5 items were: grapes, peaches, nectarines, cherries, and plums. These 5 items accounted for nearly 60% of all fruit ads and more than 34% of total produce ads. Grapes were featured prominently in ads this week with many retailers highlighting them in front page space.

The effort by most retailers to highlight locally grown produce continued this week. Vegetables were often the highlight of these locally grown features. Most often noted were: peppers, yellow squash, zucchini, eggplant, green beans, and green onions.

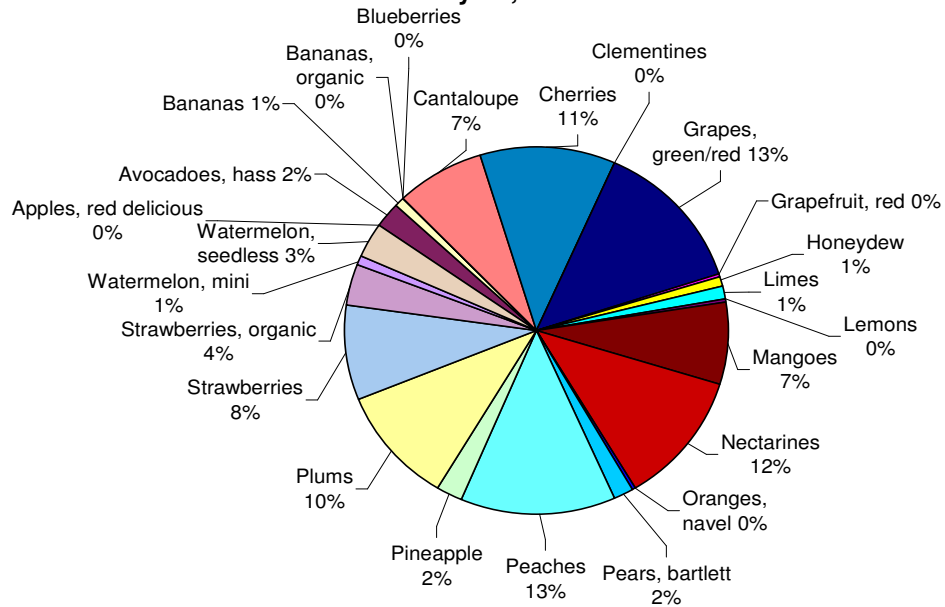


1 - Fruit and Vegetable Market News surveys more than 200 retailers, comprising roughly 17,000 individual stores, with online weekly advertised features.

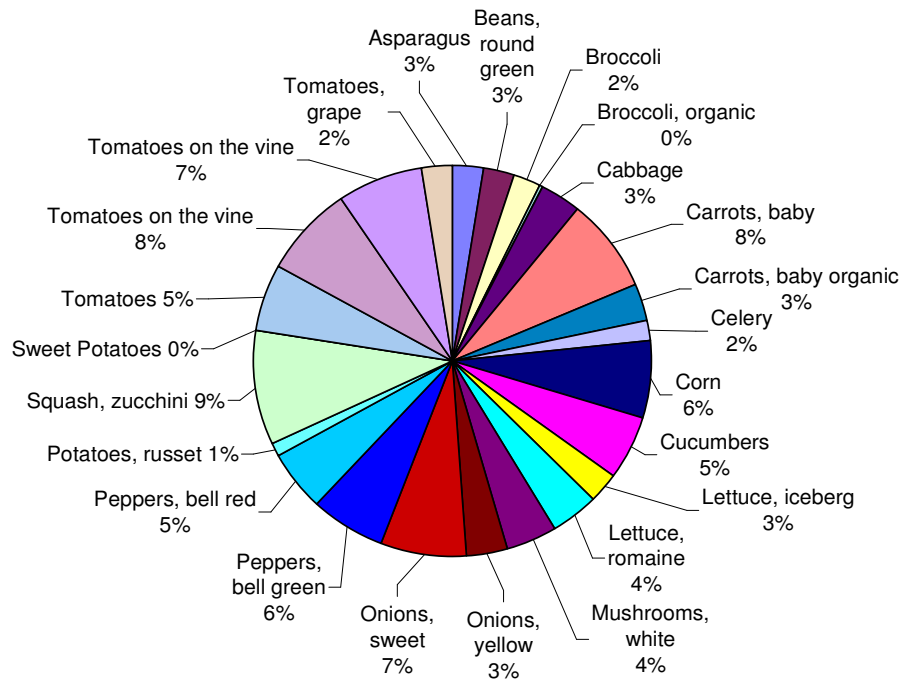
2 - Date range reflects one week of data collection ending on the report release date and encompasses ad pricing good from the Saturday before report release date through the following Thursday.



Fruits as Percentage of Total Fruit Ads  
July 25, 2008



Vegetables as Percentage of Total Vegetable Ads  
July 25, 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	48	1.20	337	1.38	Asparagus	1,337	2.34	775	2.70
Avocados, hass each	1,627	1.21	4,310	1.36	Beans, round green	1,312	1.44	2,846	1.33
Bananas	516	0.49	953	0.50	Broccoli per bunch	1,131	1.48	2,438	1.58
Bananas, organic	76	0.72	189	0.87	Broccoli, organic per bunch	123	2.92	327	2.57
Blueberries 4.4 oz pkg	30	2.50	236	1.94	Cabbage	1,667	0.47	1,176	0.48
Cantaloupe each	5,418	2.05	5,145	2.14	Carrots, baby 1 lb bag	4,163	1.47	4,512	1.50
Cherries	8,160	4.06	7,526	3.73	Carrots, baby organic 1 lb bag	1,592	1.75	2,039	1.74
Clementines 5lb container	125	3.99	237	4.99	Celery each	789	1.26	773	1.29
Grapes, green/red	9,663	1.54	9,818	1.59	Corn each	3,318	0.36	2,020	0.38
Grapefruit, red each	77	0.33	40	0.93	Cucumbers each	2,791	0.60	4,195	0.60
Honeydew each	599	3.55	1,074	3.09	Lettuce, iceberg each	1,339	1.01	938	0.93
Limes each	893	0.26	2,390	0.43	Lettuce, romaine each	2,025	1.14	1,849	1.18
Lemons each	256	0.49	1,040	0.63	Mushrooms, white 8 oz pkg	2,075	1.54	5,247	1.81
Mangoes each	5,198	0.91	5,710	0.98	Onions, yellow 3 lb bag	1,730	2.08	1,446	1.52
Nectarines, yellow flesh	8,417	1.47	9,642	1.58	Onions, sweet yellow	3,724	1.04	3,695	1.07
Oranges, navel each	238	0.96	43	0.68	Peppers, bell green each	1,176	0.91	454	0.59
Pears, bartlett	1,123	1.15	192	0.75	Peppers, bell green	1,987	1.49	1,428	1.48
Peaches, yellow flesh	9,528	1.44	12,028	1.39	Peppers, bell red each	1,118	1.15	159	1.84
Pineapple each	1,757	3.44	2,916	3.38	Peppers, bell red	1,454	2.50	1,340	3.09
Plums	7,265	1.47	7,766	1.66	Potatoes, russett 5 lb bag	534	3.09	475	2.36
Strawberries 1 lb pkg	6,067	2.47	7,366	2.43	Squash, zucchini	4,903	1.19	5,246	1.18
Strawberries, organic 1 lb pkg	2,637	3.15	4,524	2.93	Sweet potatoes	56	0.50	266	0.94
Watermelon, miniature each	651	3.02	3,624	3.28	Tomatoes	2,828	1.45	1,822	1.50
Watermelon, seedless each	2,238	4.18	2,357	4.48	Tomatoes, organic			302	2.71
					Tomatoes on the vine	3,925	1.80	6,138	2.06
					Tomatoes, grape 1 pint	3,672	2.39	3,117	2.58
					Tomatoes, grape organic 1 pint	1,268	2.98	1,583	2.61

**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
Cantaloupe per lb	1,285	0.48	291	0.39	Round Red Potatoes 5 lb bag	614	2.72	1,305	3.18
Watermelon, seedless per lb	2,292	0.49	2,970	0.54	Navel Oranges per lb	377	1.38	87	1.88
Blackberries 6 oz	1,984	2.64	2,542	2.39	D'Anjou Pears per lb				
Russet Potatoes per lb	73	0.71	44	0.96	Raspberries 6 oz	3,505	2.61	2,720	2.65
Russet Potatoes 10 lb bag	229	2.57	162	4.22	Blueberries pint	5,661	2.72	5,957	2.58

**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	1.18	40	1.18						
Avocados, hass	1.00 - 2.50 each	454	1.51	0.99 - 1.68 each	208	1.13	1.00 - 1.33 each	274	1.15
Bananas	0.69	26	0.69	0.49	124	0.49			
Bananas, organic	0.79	18	0.79				0.59	30	0.59
Blueberries									
Cantaloupe	0.98 - 3.00 each	2,242	2.44	1.50 - 3.00 each	1,349	2.04	1.50 - 2.50 each	646	1.99
Cherries	2.39 - 4.99	2,532	4.07	2.49 - 4.99	2,561	3.88	2.88 - 4.99	634	4.05
Clementines									
Grapes, green/red	0.79 - 2.99	3,014	1.75	0.98 - 2.29	3,020	1.55	0.99 - 1.99	908	1.44
Grapefruit, red									
Honeydew	2.48 - 4.99 each	362	4.04	3.00 each	15	3.00	2.77 each	165	2.77
Limes	0.16 - 0.50 each	593	0.32	0.20 each	74	0.20			
Lemons	0.25 - 0.79 each	164	0.63						
Mangoes	0.68 - 2.00 each	1,552	0.97	0.69 - 1.25 each	1,545	1.02	0.50 - 1.00 each	446	0.71
Nectarines	0.88 - 2.49	2,386	1.64	0.88 2.49	1,745	1.55	0.98 - 1.99	919	1.26
Oranges, navel	1.00 each	141	1.00	0.50 each	41	0.50	0.78 each	35	0.78
Pears, bartlett	1.50 - 2.00	209	1.60	1.68	53	1.68	0.99	165	0.99
Peaches	0.88 - 2.49	3,395	1.49	0.98 - 2.48	2,398	1.39	0.98 - 1.99	1,103	1.28
Pineapple	1.98 - 3.99 each	621	3.91	1.98 - 3.99 each	409	3.36	2.99 - 3.99 each	119	3.58
Plums	0.98 - 1.99	2,661	1.65	0.89 - 2.48	2,231	1.46	0.98 - 1.99	731	1.37
Strawberries	1.99 - 3.34 16 oz pkg	1,355	2.69	1.98 - 3.00 16 oz pkg	2,092	2.36	1.48 - 2.99 16 oz pkg	873	2.25
Strawberries, organic	2.50 - 3.99 16 oz pkg	1,550	3.05	3.00 - 3.50 16 oz pkg	285	3.36	2.88 - 3.00 16 oz pkg	240	2.95
Watermelon, miniature	1.99 each	41	1.99	2.50 - 2.99 each	250	2.96	2.50 - 3.99 each	157	3.55
Watermelon, seedless	2.98 - 4.99 each	951	4.28	3.49 - 4.99 each	847	4.19	3.00 - 3.99 each	362	3.82

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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							1.28	8	1.28
Avocados, hass	0.25 - 1.25 each	328	0.90	0.33 - 1.50 each	327	1.23	0.99 - 1.50 each	36	1.11
Bananas	0.39 - 0.50	52	0.43	0.33 - 0.50	314	0.49			
Bananas, organic	0.77	3	0.77	0.77 - 0.89	25	0.81			
Blueberries				2.50 4.4 oz	30	2.50			
Cantaloupe	0.79 - 3.00 each	754	1.47	0.99 - 2.00 each	427	1.20			
Cherries	2.49 - 4.99	1,093	3.88	2.29 - 5.99	1,054	4.51	1.98 - 4.99	286	4.54
Clementines	3.99 5lb container	125	3.99						
Grapes, green/red	0.77 - 1.99	1,074	1.61	0.77 - 1.99	1,447	1.12	1.29 - 1.99	200	1.47
Grapefruit, red				0.33 each	77	0.33			
Honeydew	2.77 - 2.99 each	57	2.85						
Limes	0.08 - 0.10 each	129	0.09	0.10 each	85	0.10	0.20 each	12	0.20
Lemons	0.25 each	80	0.25				0.20 each	12	0.20
Mangoes	0.50 - 1.00 each	346	0.76	0.25 - 1.49 each	929	0.75	0.69 - 1.29 each	380	0.98
Nectarines	0.87 - 2.00	933	1.50	0.33 - 1.99	1,845	1.25	0.98 - 1.99	589	1.52
Oranges, navel							1.89 each	21	1.89
Pears, bartlett	0.77 - 1.50	221	1.07	0.50 - 1.99	464	0.98	1.50	11	1.50
Peaches	0.68 - 2.00	1,053	1.37	0.50 - 1.99	1,289	1.48	0.96 - 1.99	290	1.77
Pineapple	2.50 - 4.99 each	155	3.08	2.50 - 2.99 each	281	2.93	2.99 each	172	2.99
Plums	0.97 - 1.99	410	1.59	0.33 - 1.99	697	0.98	0.98 - 1.48	535	1.29
Strawberries	1.50 - 3.00 16 oz pkg	654	2.52	2.50 - 3.99 16 oz pkg	876	2.54	2.50 16 oz pkg	217	2.50
Strawberries, organic	2.99 - 3.99 16 oz pkg	354	3.36	2.50 - 3.99 16 oz pkg	184	3.46	2.99 - 3.99 16 oz pkg	24	3.45
Watermelon, miniature	2.50 - 3.99 each	189	2.96	2.00 each	14	2.00			
Watermelon, seedless	2.99 - 4.99 each	78	4.60						

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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	2.99	165	2.99	1.99 - 3.99	1,018	2.13	2.48 - 2.99	116	2.90
Beans, round green	0.99 - 1.78	1,014	1.41	0.99 - 1.69	16	1.47	0.99 - 1.49	155	1.46
Broccoli	0.99 - 2.49 per bunch	366	1.73	1.28 - 2.00 per bunch	266	1.72	1.28 per bunch	96	1.28
Broccoli, organic	2.99 per bunch	115	2.99						
Cabbage	0.48 - 0.59	870	0.49	0.39 - 0.69	130	0.49	0.33 - 0.50	416	0.42
Carrots, baby	1.00 - 2.00 1 lb bag	1,011	1.51	0.98 - 2.50 1 lb bag	1,701	1.78	1.00 - 1.67 1 lb bag	223	1.06
Carrots, baby organic	1.50 - 2.50 1lb bag	543	1.78				1.50 1lb bag	100	1.50
Celery	1.79 - 1.88 each	84	1.82	1.79 - 1.69 each	155	1.64	1.00 - 1.89 each	345	1.14
Corn	0.28 - 0.60 each	1,883	0.36	0.24 - 0.44 each	308	0.37	0.24 - 0.50 each	396	0.30
Cucumbers	0.33 - 0.67 each	937	0.67	0.44 - 0.88 each	558	0.64	0.33 - 0.75 each	705	0.57
Lettuce, iceberg	0.99 - 1.67 each	39	1.28	0.50 - 1.29 each	111	1.28	0.89 - 1.50 each	256	1.02
Lettuce, romaine	0.99 - 1.59 each	1,096	1.24	0.99 - 1.50 each	156	1.12	1.29 - 1.50 each	36	1.48
Mushrooms, white	1.49 - 2.00 8 oz pkg	881	1.70	1.00 - 2.00 8 oz pkg	241	1.36	1.50 - 1.67 8 oz pkg	55	1.51
Onions, yellow	1.50 - 2.49 3 lb bag	253	2.27	1.77 - 2.88 3 lb bag	989	2.48	1.50 3 lb bag	21	1.50
Onions, sweet yellow	0.88 - 1.69	1,309	1.23	0.68 - 1.69	697	0.98	0.89 - 1.00	338	0.94
Peppers, bell green				0.65 - 1.00 each	362	0.81	0.79 each	23	0.79
Peppers, bell green	0.98 - 2.00	1,550	1.55	1.69	10	1.69	0.99 - 2.00	398	1.30
Peppers, bell red				1.00 each	178	1.00	1.00 - 2.00 each	166	1.42
Peppers, bell red	2.00 - 3.99	753	2.85	2.00 - 2.99	371	2.29			
Potatoes, russet	2.98 - 2.99 5 lb bag	395	2.99	2.50 5 lb bag	11	2.50	3.99 5 lb bag	95	3.99
Squash, zucchini	0.48 - 1.59	2,475	1.27	0.88 - 1.78	743	1.27	0.99 - 1.29	445	1.21
Sweet potatoes				0.39 - 0.88	56	0.50			
Tomatoes	0.99 - 2.49	1,310	1.51	0.88 - 1.88	772	1.41	1.00 - 1.49	303	1.35
Tomatoes, organic									
Tomatoes on the vine	1.00 - 2.99	1,201	2.16	0.99 - 2.89	1,137	1.68	1.49 - 2.28	480	1.66
Tomatoes, grape	1.99 - 3.00 1 pint	2,018	2.43	2.00 - 2.50 1 pint	1,356	2.33	2.50 1 pint	244	2.50
Tomatoes, grape organic	2.00 - 3.50 1 pint	1,069	2.88	2.50 - 3.00 1 pint	41	2.85	2.50 1 pint	33	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	3.99	20	3.99	2.49 - 2.99	18	2.77			
Beans, round green				1.50 - 1.69	32	1.58	0.99 - 1.99	95	1.58
Broccoli	1.25 - 1.59 per bunch	154	1.40	1.00 per bunch	249	1.00			
Broccoli, organic				1.99 per bunch	8	1.99			
Cabbage	0.40 - 0.59	156	0.48	0.14 - 0.20	44	0.16	0.39 - 0.49	51	0.48
Carrots, baby	1.00 - 1.50 1 lb bag	378	1.09	1.00 - 1.50 1 lb bag	669	1.07	1.00 - 1.29 1 lb bag	181	1.08
Carrots, baby organic	1.25 - 1.99 1 lb bag	617	1.65	1.49 - 1.69 1lb bag	25	1.63	1.79 - 2.00 1lb bag	307	1.99
Celery	0.77 - 1.00 each	130	0.99	0.33 - 1.39 each	64	0.83	1.00 each	11	1.00
Corn	0.39 - 0.50 each	126	0.44	0.25 - 0.50 each	490	0.40	0.25 - 0.50 each	115	0.39
Cucumbers	0.33 - 0.50 each	278	0.42	0.25 - 0.79 each	248	0.62	0.39 - 0.50 each	65	0.48
Lettuce, iceberg	0.68 - 1.00 each	102	0.94	0.33 - 1.29 each	524	0.97	0.58 - 1.00 each	307	0.94
Lettuce, romaine	0.77 - 1.29 each	376	1.01	0.50 - 0.99 each	26	0.65	0.89 - 1.00 each	335	0.99
Mushrooms, white	1.00 - 1.99 8 oz pkg	437	1.71	1.00 - 2.00 8 oz pkg	438	1.16	1.50 - 2.00 8 oz pkg	23	1.76
Onions, yellow	1.00 - 2.37 3 lb bag	259	1.34	0.75 3 lb bag	6	0.75	0.99 3 lb bag	202	0.99
Onions, sweet yellow	0.79 - 1.00	366	0.98	0.10 - 1.00	469	0.89	0.68 - 1.00	545	0.91
Peppers, bell green	0.50 - 1.00 each	463	0.93	0.89 each	17	0.89	1.00 each	311	1.00
Peppers, bell green				0.79	29	0.79			
Peppers, bell red	1.00 - 1.50 each	592	1.18	0.33 - 1.25 each	182	0.93			
Peppers, bell red	1.99	135	1.99	0.97 - 2.99	195	1.91			
Potatoes, russet				1.99 5 lb bag	17	1.99	1.89 5 lb bag	16	1.89
Squash, zucchini	0.99 - 1.00	357	1.00	0.50 - 1.00	384	0.98	0.98 - 1.00	499	0.99
Sweet potatoes									
Tomatoes	0.99 - 1.49	121	1.16	0.25 - 1.99	262	1.58	0.98 - 0.99	60	0.99
Tomatoes, organic									
Tomatoes on the vine	1.00 - 2.99	389	1.69	0.77 - 2.99	308	2.00	0.98 - 1.50	410	1.22
Tomatoes, grape	1.50 1 pint	5	1.50	1.50 - 2.99 1 pint	49	2.02			
Tomatoes, grape organic	3.99 1 pint	24	3.99	3.99 1 pint	90	3.99	3.99 1 pint	11	3.99

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