



Agricultural Marketing Service

Fruit and Vegetable Market News Branch

National Fruit and Vegetable Retail Report

Websites: www.marketnews.usda.gov/portal/fv and <http://www.ams.usda.gov/mnreports/fvwretail.pdf>

Volume II – Number 27

Issued Weekly

Friday, July 04, 2008

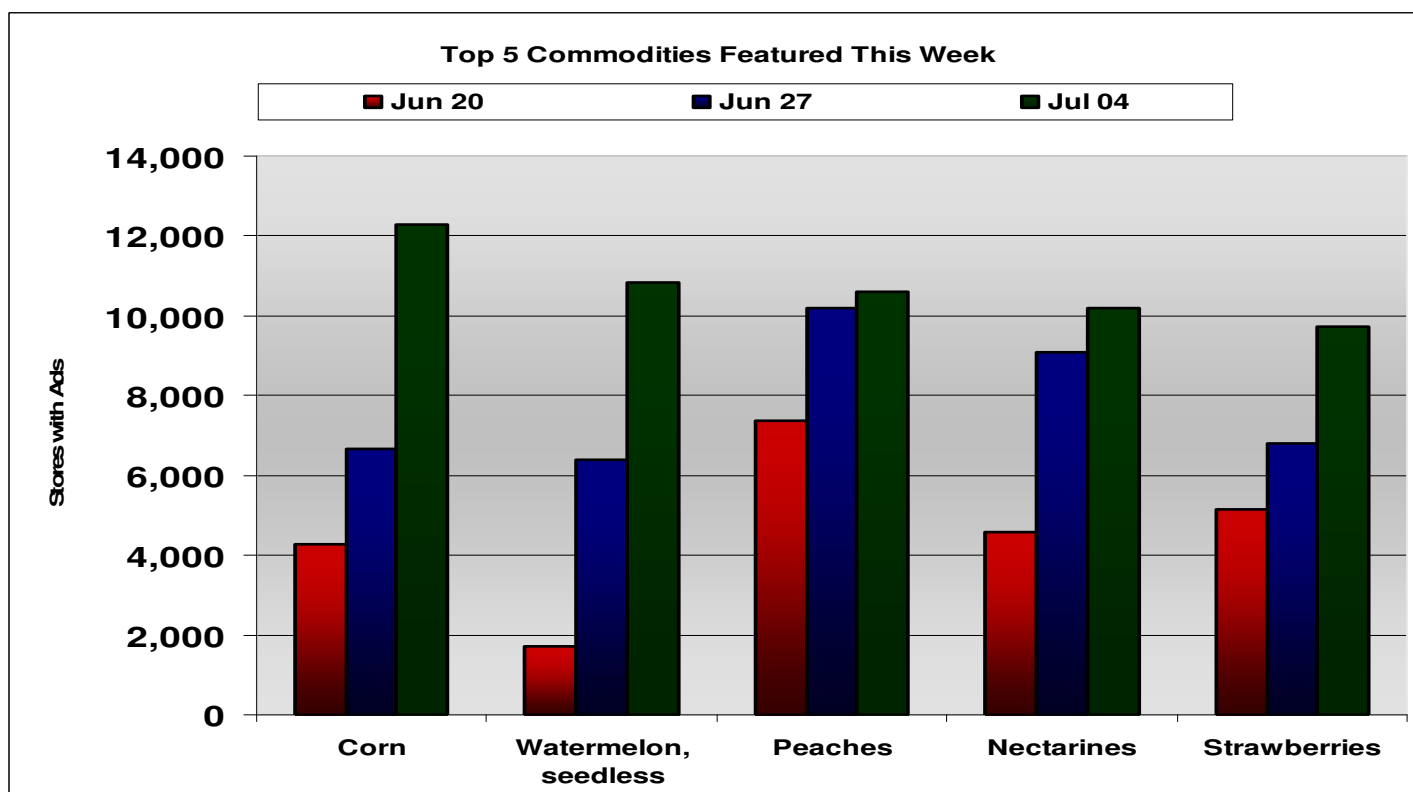
Advertised Prices for Fruits & Vegetables at Major Retail Supermarket Outlets 06/28 to 07/10^{1, 2}

July 4th Ads Highlight Fresh Produce

Ads this week were centered on the July 4th holiday mainly with features for typical picnic and barbeque items. These ads prominently featured fresh produce and meats for grilling. The produce ads were concentrated heavily on berries, corn, stone fruits and watermelon.

Fruits continued to dominate the produce ads this week, comprising 63% of the total ads. Overall fresh produce ad activity increased by 15% with a 19% increase on fruits and 8% on vegetables. Despite the overwhelming majority of fruit ads, corn was the most often featured produce item this week and represented 22% of the total vegetable ads and more than 8% of the ads overall. Corn was followed by seedless watermelons, peaches, nectarines, and strawberries.

In all regions, some retailers made an effort to inform customers about which products were locally grown. Several states' products were featured including California stone fruits and berries, Florida avocados, a variety of fruits and vegetables from New Jersey, and Texas watermelons.

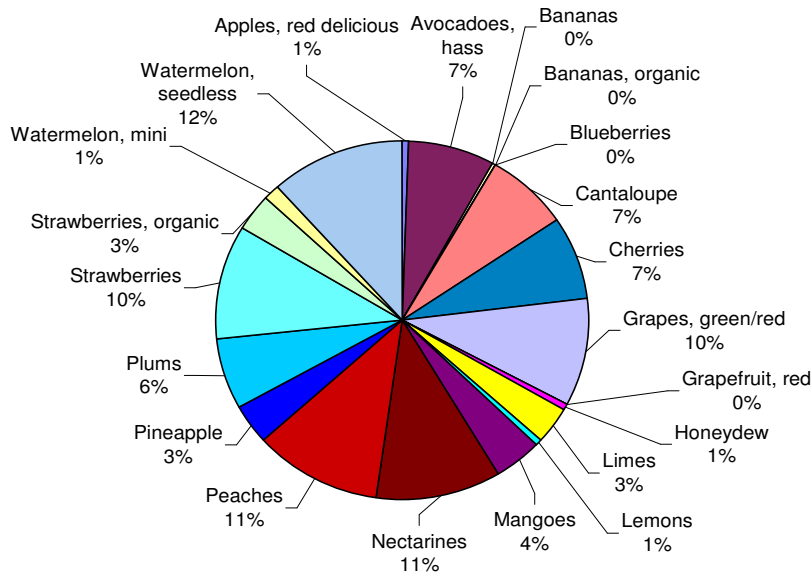


1 - Fruit and Vegetable Market News surveys more than 200 retailers, comprising roughly 17,000 individual stores, with online weekly advertised features.

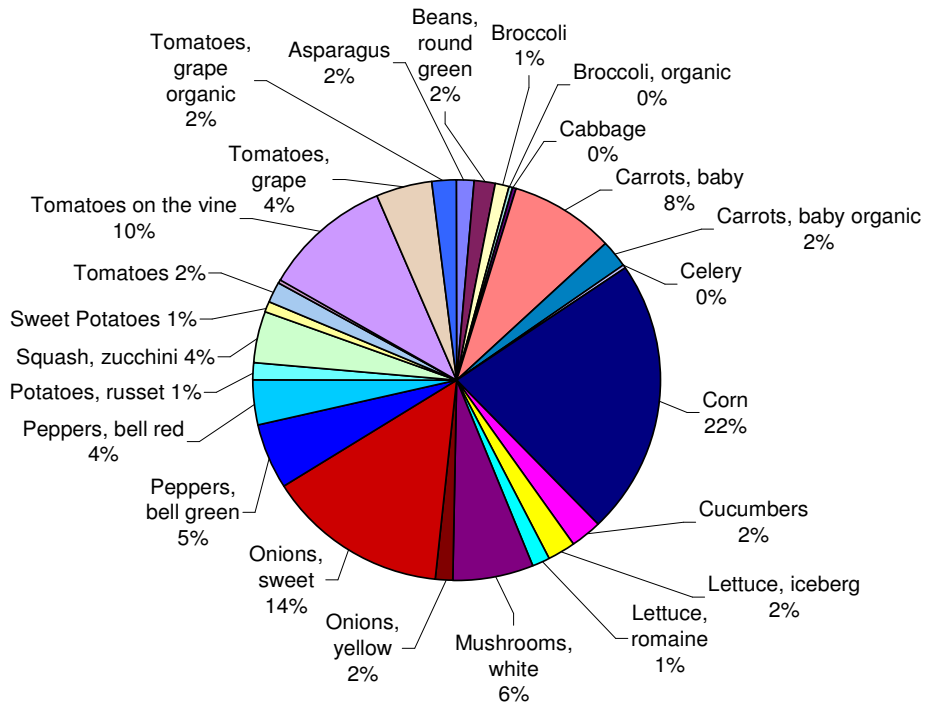
2 - Date range reflects one week of data collection ending on the report release date and encompasses ad pricing good from the Saturday before report release date through the following Thursday.



**Fruits as Percentage of Total Fruit Ads
July 04, 2008**



**Vegetables as Percentage of Total Vegetable Ads
July 04, 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	524	1.48	708	1.35	Asparagus	832	2.79	635	2.41
Avocados, hass each	6,995	1.25	5,209	1.40	Beans, round green	829	1.42	1,956	1.21
Bananas	211	0.31	122	0.56	Broccoli per bunch	582	1.83	1,633	1.57
Bananas, organic	203	0.82	250	0.91	Broccoli, organic per bunch	265	1.84	399	1.56
Blueberries 4.4 oz pkg	13	3.00	45	3.00	Cabbage	127	0.46	1,186	0.50
Cantaloupe each	6,724	2.18	7,452	2.16	Carrots, baby 1 lb bag	4,527	1.51	2,699	1.43
Cherries	6,954	3.89	2,580	3.83	Carrots, baby organic 1 lb bag	1,195	1.85	1,277	1.67
Clementines 5lb container					Celery each	130	1.65	65	1.33
Grapes, green/red	9,053	1.63	8,639	1.67	Corn each	12,289	0.33	6,654	0.32
Grapefruit, red each	14	0.33	49	0.25	Cucumbers each	1,275	0.63	2,847	0.61
Honeydew each	550	2.49	1,057	3.48	Lettuce, iceberg each	1,274	1.13	2,150	1.05
Limes each	3,112	0.33	1,643	0.27	Lettuce, romaine each	811	1.00	1,845	1.14
Lemons each	631	0.63	933	0.59	Mushrooms, white 8 oz pkg	3,385	1.73	3,252	1.82
Mangoes each	3,775	0.88	5,138	0.84	Onions, yellow 3 lb bag	834	1.98	587	1.54
Nectarines, yellow flesh	10,190	1.73	9,074	1.77	Onions, sweet yellow	7,930	1.03	6,247	1.00
Oranges, navel each			43	1.00	Peppers, bell green each	852	0.63	1,041	0.83
Pears, bartlett			95	1.29	Peppers, bell green	2,002	1.79	1,781	1.46
Peaches, yellow flesh	10,585	1.65	10,201	1.55	Peppers, bell red each	867	1.49	709	1.38
Pineapple each	3,228	3.48	3,259	3.09	Peppers, bell red	1,129	2.35	1,924	2.31
Plums	6,085	1.84	6,776	1.78	Potatoes, russett 5 lb bag	726	2.86	575	2.92
Strawberries 1 lb pkg	9,729	2.48	6,804	2.22	Squash, zucchini	2,278	1.23	2,845	1.18
Strawberries, organic 1 lb pkg	3,168	3.34	1,474	2.92	Sweet potatoes	572	0.79	452	0.80
Watermelon, miniature each	1,286	2.76	1,050	2.89	Tomatoes	863	1.34	982	1.63
Watermelon, seedless each	10,853	4.13	6,383	4.07	Tomatoes, organic	96	3.00	7	3.99
					Tomatoes on the vine	5,754	2.30	4,367	2.39
					Tomatoes, grape 1 pint	2,414	2.23	2,059	2.24
					Tomatoes, grape organic 1 pint	1,049	2.76	537	2.97

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	510	2.11	74	2.26	Round Red Potatoes 5 lb bag	1,242	2.99	2,579	3.32
Apricots per lb	868	2.75	1,884	2.70	Navel Oranges per lb				
Blackberries 6 oz	2,226	2.72	2,241	2.76	D'Anjou Pears per lb			52	1.12
Russet Potatoes per lb	256	0.84	181	0.72	Raspberries 6 oz	4,552	2.77	6,149	2.60
Russet Potatoes 10 lb bag	81	3.51	133	3.90	Blueberries pint	6,040	2.61	6,140	2.78

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



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Week of Friday July 04, 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	1.39	1	1.39	0.99 - 1.59	421	1.48			
Avocados, hass	0.99 - 2.00 each	1,203	1.45	0.79 - 1.50 each	2,881	1.27	1.00 - 1.50 each	377	1.27
Bananas	0.29	135	0.29	0.29	68	0.29			
Bananas, organic	0.79	18	0.79						
Blueberries									
Cantaloupe	0.98 - 3.00 each	1,757	2.50	1.99 - 3.00 each	2,549	2.17	1.50 - 2.99 each	786	2.15
Cherries	2.49 - 5.99	1,914	4.08	2.49 - 4.99	1,731	4.07	2.00 - 4.99	406	3.87
Clementines									
Grapes, green/red	0.99 - 2.99	2,331	1.77	0.98 - 2.49	2,670	1.78	0.99 - 2.00	1,021	1.47
Grapefruit, red									
Honeydew	2.48 - 2.99 each	224	2.82	1.49 each	43	1.49	2.50 each	29	2.50
Limes	0.10 - 0.67 each	1,557	0.38	0.25 - 0.67 each	591	0.40	0.25 each	28	0.25
Lemons	0.67 each	413	0.67	0.50 - 0.67 each	119	0.52	0.50 - 0.75 each	84	0.66
Mangoes	0.50 - 1.50 each	1,041	1.08	1.00 - 1.29 each	1,154	1.01	0.50 - 0.98 each	255	0.65
Nectarines	0.88 - 2.99	2,811	1.63	0.99 - 2.99	3,323	1.98	0.99 - 1.99	1,026	1.65
Oranges, navel									
Pears, bartlett									
Peaches	0.88 - 2.99	3,127	1.67	0.88 - 1.99	3,414	1.65	0.99 - 2.49	1,063	1.68
Pineapple	1.98 - 3.99 each	1,277	3.60	2.50 - 3.99 each	507	3.44	0.99 - 3.99 each	288	3.08
Plums	1.48 - 1.99	1,920	1.79	0.89 - 2.50	1,687	1.91	1.39 - 2.49	625	1.90
Strawberries	1.50 - 3.00 16 oz pkg	2,451	2.58	1.50 - 3.00 16 oz pkg	2,339	2.73	1.48 - 2.99 16 oz pkg	1,715	2.23
Strawberries, organic	2.50 - 3.99 16 oz pkg	929	3.34	2.50 - 3.50 16 oz pkg	362	3.30	2.50 - 3.00 16 oz pkg	173	2.91
Watermelon, miniature				3.50 each	460	3.50	3.50 each	26	3.50
Watermelon, seedless	2.99 - 5.99 each	2,915	4.30	3.98 - 4.99 each	4,010	4.16	1.99 - 4.99 each	999	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	1.50 - 1.59	54	1.51	1.49	48	1.49			
Avocados, hass	0.25 - 1.50 each	569	1.07	0.14 - 1.50 each	1,828	1.17	1.00 - 1.50 each	137	1.05
Bananas				0.69	8	0.69			
Bananas, organic	0.77 - 0.88	46	0.87	0.77 - 0.79	107	0.79	0.79 - 0.89	32	0.86
Blueberries				3.00 4.4 oz	13	3.00			
Cantaloupe	0.69 - 2.50 each	1,176	1.88	0.77 - 2.00 each	450	1.88	2.50 each	6	2.50
Cherries	2.99 - 4.99	1,125	4.11	1.99 - 4.99	1,263	3.48	1.99 - 5.99	515	3.14
Clementines									
Grapes, green/red	0.87 - 2.50	1,464	1.51	0.69 - 1.99	1,202	1.28	0.88 - 2.99	365	1.67
Grapefruit, red				0.33 each	14	0.33			
Honeydew	1.78 - 2.50 each	169	2.29	2.50 each	85	2.50			
Limes	0.07 - 0.13 each	144	0.09	0.20 - 0.25 each	777	0.24	0.14 - 0.20 each	15	0.17
Lemons							0.25 - 0.45 each	15	0.36
Mangoes	0.33 - 1.00 each	791	0.63	0.20 - 0.99 each	405	0.54	1.00 each	129	1.00
Nectarines	0.77 - 2.50	1,346	1.71	0.50 - 2.00	1,284	1.36	0.78 - 2.50	400	1.81
Oranges, navel									
Pears, bartlett									
Peaches	0.69 - 2.50	1,003	1.82	0.49 - 2.00	1,623	1.42	0.58 - 2.50	355	1.89
Pineapple	0.99 - 3.99 each	446	3.14	0.99 - 3.99 each	387	3.82	2.99 - 3.99 each	323	3.46
Plums	0.77 - 2.99	756	1.92	0.49 - 1.99	851	1.69	0.89 - 1.99	246	1.88
Strawberries	1.99 - 3.00 16 oz pkg	1,243	2.46	1.00 - 3.00 16 oz pkg	1,753	2.26	1.50 - 2.50 16 oz pkg	228	2.46
Strawberries, organic	3.00 - 3.99 16 oz pkg	258	3.91	2.50 - 3.99 16 oz pkg	1,150	3.32	2.98 - 4.99 16 oz pkg	296	3.23
Watermelon, miniature	2.50 each	135	2.50	0.99 - 2.50 each	515	1.84	2.50 - 3.99 each	150	3.73
Watermelon, seedless	1.97 - 5.99 each	1,564	3.94	1.97 - 4.99 each	1,007	3.67	2.00 - 5.99 each	358	5.45

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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				1.79 - 2.98	220	2.86	2.29	96	2.29
Beans, round green	0.98 - 1.79	507	1.43	0.98 - 1.79	132	1.28	1.00 - 1.79	140	1.62
Broccoli	2.00 per bunch	103	2.00	2.00 per bunch	238	2.00	2.00 per bunch	110	2.00
Broccoli, organic	2.79 per bunch	26	2.79						
Cabbage	0.49 - 0.58	68	0.55	0.34	11	0.34			
Carrots, baby	0.99 - 1.99 1 lb bag	1,234	1.55	0.99 - 2.99 1 lb bag	427	1.98	0.99 - 1.67 1 lb bag	887	1.37
Carrots, baby organic	1.50 - 2.29 1lb bag	740	1.99	1.50 1lb bag	2	1.50	2.00 1lb bag	70	2.00
Celery	1.67 - 1.99 each	52	1.87	1.67 - 1.50 each	43	1.50	1.50 each	35	1.50
Corn	0.16 - 0.50 each	2,991	0.28	0.16 - 0.40 each	3,195	0.35	0.16 - 1.00 each	1,743	0.26
Cucumbers	0.33 - 0.79 each	502	0.68	0.65 - 0.79 each	78	0.66	0.50 - 0.79 each	361	0.59
Lettuce, iceberg				1.50 each	43	1.50	0.95 - 1.29 each	284	1.20
Lettuce, romaine							0.99 each	31	0.99
Mushrooms, white	1.50 - 2.00 8 oz pkg	760	1.70	1.00 - 2.00 8 oz pkg	1,084	1.87	1.25 - 2.00 8 oz pkg	644	1.47
Onions, yellow				1.50 - 2.50 3 lb bag	114	2.12	1.79 - 2.00 3 lb bag	487	1.99
Onions, sweet yellow	0.59 - 1.50	2,172	1.12	0.59 - 2.00	2,962	1.14	0.59 - 1.00	829	0.76
Peppers, bell green				0.50 - 0.65 each	127	0.59	0.77 each	165	0.77
Peppers, bell green	1.48 - 1.99	697	1.58	0.89 - 1.99	1,262	1.91	1.99	21	1.99
Peppers, bell red	1.00 each	42	1.00	2.00 each	107	2.00	1.50 - 2.00 each	172	1.70
Peppers, bell red	1.99 - 3.99	352	2.77	1.99	284	1.99	1.89 - 2.99	471	2.31
Potatoes, russet	1.99 - 3.00 5 lb bag	206	2.66	1.99 - 2.99 5 lb bag	484	2.97	2.50 5 lb bag	21	2.50
Squash, zucchini	0.99 - 1.59	1,270	1.25	1.29 - 1.68	272	1.52	1.48 - 1.49	255	1.49
Sweet potatoes	0.69	49	0.69	0.79 - 0.89	505	0.80			
Tomatoes	0.99 - 1.59	249	1.17	1.00 - 1.49	60	1.33	1.28 - 1.99	139	1.76
Tomatoes, organic				3.00	96	3.00			
Tomatoes on the vine	1.99 - 2.99	1,535	2.61	0.99 - 2.79	1,409	2.12	1.49 - 2.99	523	1.82
Tomatoes, grape	1.50 - 3.00 1 pint	1,000	2.17	2.00 - 2.49 1 pint	674	2.08	2.00 - 2.50 1 pint	187	2.19
Tomatoes, grape organic	2.49 - 3.50 1 pint	962	2.74	2.99 - 3.00 1 pint	87	3.00			

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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	2.50 - 3.49	288	3.02	2.47 - 2.99	228	2.66			
Beans, round green	1.19	14	1.19				0.78 - 1.59	36	1.14
Broccoli	1.48 - 2.00 per bunch	46	1.71	0.99 per bunch	85	0.99			
Broccoli, organic	1.99 per bunch	118	1.99	1.49 - 1.50 per bunch	121	1.50			
Cabbage	0.45	14	0.45	0.25	14	0.25	0.38	20	0.38
Carrots, baby	0.99 - 1.50 1 lb bag	979	1.35	1.25 - 1.99 1 lb bag	941	1.57	0.98 - 1.50 1 lb bag	59	1.10
Carrots, baby organic	1.49 - 2.00 1 lb bag	238	1.58	1.50 1lb bag	100	1.50	1.50 1lb bag	45	1.50
Celery									
Corn	0.13 - 0.50 each	1,286	0.31	0.25 - 0.50 each	2,109	0.38	0.17 - 0.88 each	965	0.44
Cucumbers	0.50 each	80	0.50	0.25 - 0.79 each	226	0.64	0.50 - 0.69 each	28	0.58
Lettuce, iceberg	0.98 - 1.09 each	147	1.00	0.50 - 1.29 each	401	1.01	0.44 - 1.29 each	399	1.23
Lettuce, romaine	0.47 - 1.00 each	446	0.98	0.47 - 0.99 each	138	0.75	1.00 - 1.25 each	196	1.22
Mushrooms, white	0.99 - 1.99 8 oz pkg	261	1.25	1.99 - 2.00 8 oz pkg	305	1.99	0.98 - 2.00 8 oz pkg	331	1.93
Onions, yellow	1.39 - 1.99 3 lb bag	233	1.91						
Onions, sweet yellow	0.47 - 0.99	860	0.87	0.69 - 1.00	472	0.79	0.48 - 1.50	635	1.01
Peppers, bell green	0.33 - 0.99 each	544	0.59	0.69 each	16	0.69			
Peppers, bell green				0.97	22	0.97			
Peppers, bell red	0.50 - 1.50 each	365	1.29	1.50 each	17	1.50	1.17 - 1.50 each	164	1.49
Peppers, bell red				0.97	22	0.97			
Potatoes, russet	2.50 5 lb bag	15	2.50						
Squash, zucchini	0.88 - 1.00	336	0.91	0.50 - 0.99	122	0.78	0.88 - 0.89	23	0.89
Sweet potatoes	0.89	18	0.89						
Tomatoes	0.98 - 1.50	399	1.28				1.59	16	1.59
Tomatoes, organic									
Tomatoes on the vine	0.97 - 2.99	438	2.13	0.97 - 2.99	1,481	2.43	0.98 - 2.50	368	2.04
Tomatoes, grape	2.00 - 2.99 1 pint	58	2.73	2.50 1 pint	495	2.50			
Tomatoes, grape organic									

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