



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 33

Issued Weekly

Friday, August 15, 2008

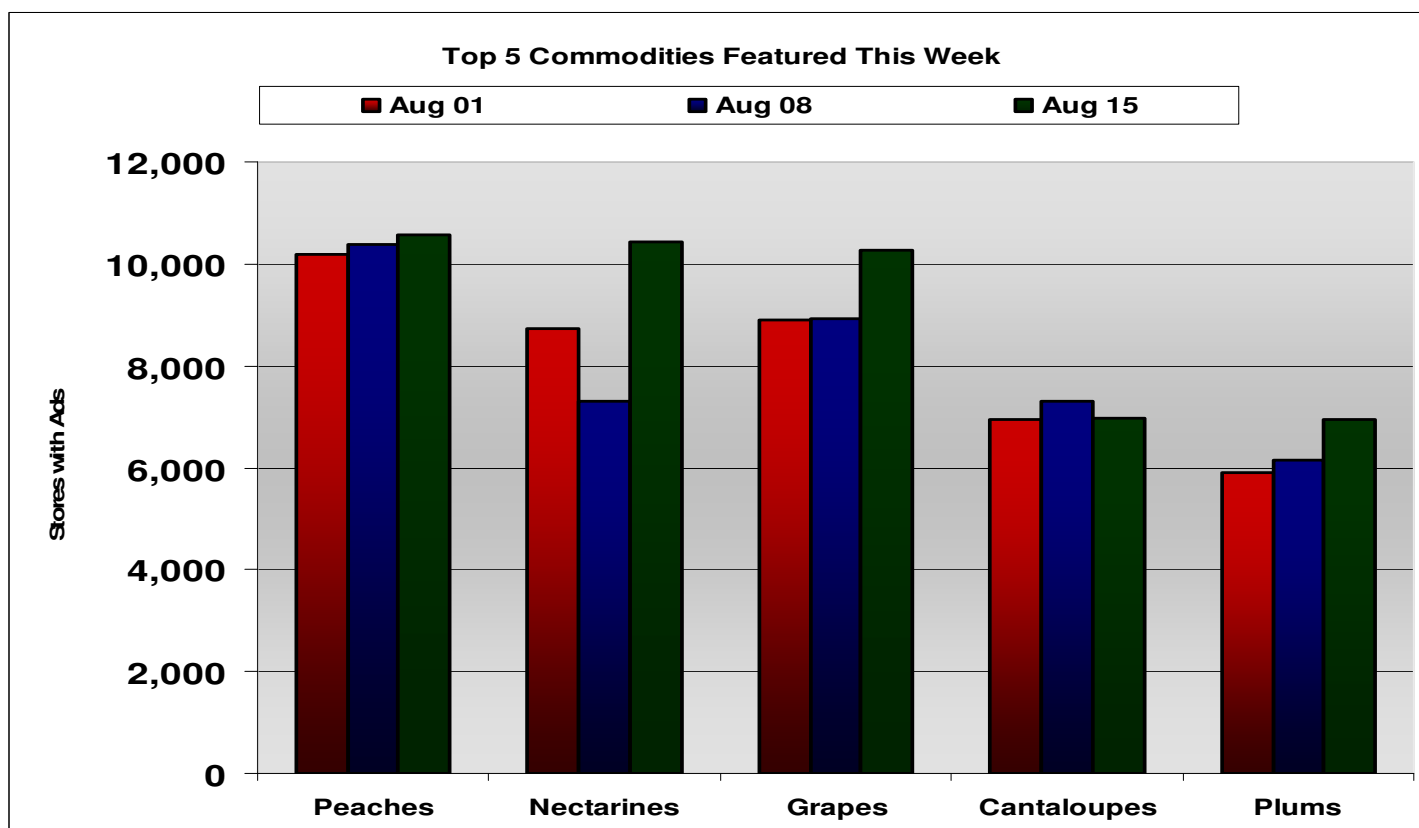
Advertised Prices for Fruits & Vegetables at Major Retail Supermarket Outlets 08/09 to 08/21^{1, 2}

Produce Ads Down Slightly as Retailers Focus on Back-to-School Promotions

Ads had a heavy focus on back-to-school promotions this week with an abundance of sales on general merchandise and snack or lunch-sized items. In addition, many retailers continued to run a variety of promotions to attract family shoppers. Locally grown produce was still a focus of many retailers as well.

Overall, fresh produce ad activity decreased nearly 5% this week and was a combination of decreases of 3.75% in fruits and 6.29% in vegetables. Fruits continued to be more often highlighted than vegetables. All 5 top featured items were fruits, comprising more than 1/3 of total produce ad activity. These included: peaches, nectarines, grapes, cantaloupes, and plums.

The most notable change this week was an increase in 5 lb bags of russet potatoes. Ad activity was up significantly this week at slightly higher prices. This increase in activity came just as some crops are beginning to be harvested in Idaho and with growers in Idaho predicting lighter than usual supplies for the season.

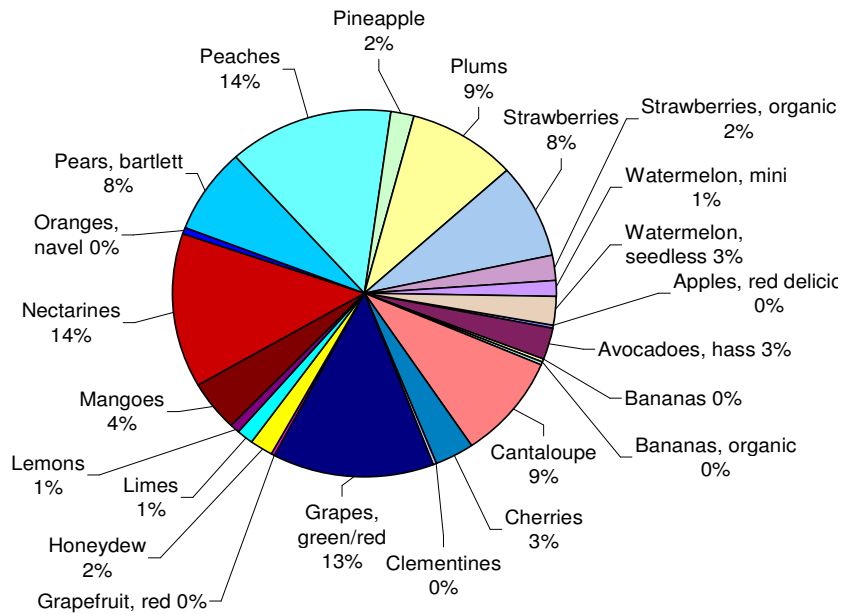


1 - Fruit and Vegetable Market News surveys more than 200 retailers, comprising roughly 17,000 individual stores, with online weekly advertised features.

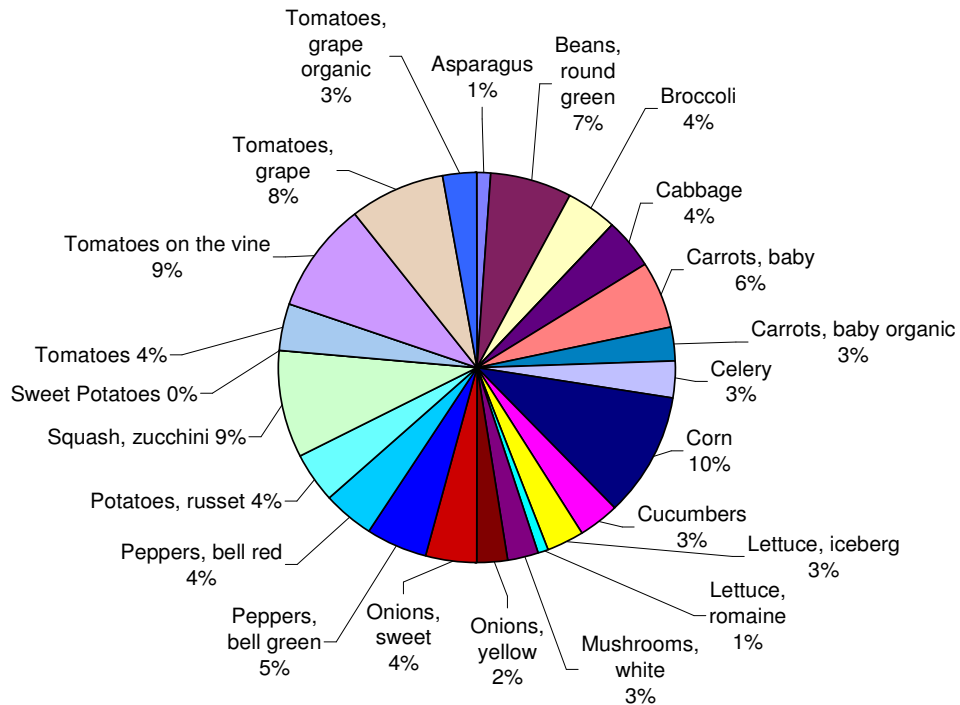
2 - Date range reflects one week of data collection ending on the report release date and encompasses ad pricing good from the Saturday before report release date through the following Thursday.



**Fruits as Percentage of Total Fruit Ads
August 15, 2008**



**Vegetables as Percentage of Total Vegetable Ads
August 15, 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	138	1.58	539	1.30	Asparagus	598	3.11	1,355	2.56
Avocados, hass each	2,152	1.31	5,107	1.29	Beans, round green	3,841	1.25	4,354	1.27
Bananas	309	0.48	521	0.47	Broccoli per bunch	2,463	1.82	2,809	1.68
Bananas, organic	217	0.78	252	0.88	Broccoli, organic per bunch			24	1.99
Blueberries 4.4 oz pkg					Cabbage	2,353	0.49	2,057	0.43
Cantaloupe each	6,973	2.26	7,298	2.17	Carrots, baby 1 lb bag	3,215	1.43	3,449	1.47
Cherries	2,402	3.58	5,232	3.73	Carrots, baby organic 1 lb bag	1,560	1.86	635	1.78
Clementines 5lb container	325	7.59	372	6.12	Celery each	1,731	1.29	1,569	1.12
Grapes, green/red	10,268	1.43	8,913	1.52	Corn each	6,015	0.39	5,768	0.36
Grapefruit, red each	224	0.95	14	0.33	Cucumbers each	1,837	0.60	3,170	0.56
Honeydew each	1,635	3.03	2,413	3.07	Lettuce, iceberg each	1,706	0.86	1,071	0.94
Limes each	1,087	0.27	1,653	0.28	Lettuce, romaine each	470	1.15	1,005	1.06
Lemons each	583	0.47	58	0.73	Mushrooms, white 8 oz pkg	1,538	1.49	3,762	1.73
Mangoes each	3,341	0.95	2,750	1.02	Onions, yellow 3 lb bag	1,345	1.88	1,058	1.86
Nectarines, yellow flesh	10,443	1.46	7,311	1.46	Onions, sweet yellow	2,409	1.18	5,571	1.04
Oranges, navel each	308	1.06	493	0.80	Peppers, bell green each	753	0.57	1,727	0.67
Pears, bartlett	5,783	1.40	3,502	1.31	Peppers, bell green	2,152	1.43	2,096	1.40
Peaches, yellow flesh	10,579	1.43	10,384	1.33	Peppers, bell red each	443	1.24	729	1.24
Pineapple each	1,580	3.43	2,677	3.61	Peppers, bell red	1,997	2.35	1,485	2.67
Plums	6,940	1.39	6,157	1.49	Potatoes, russett 5 lb bag	2,441	2.76	727	2.64
Strawberries 1 lb pkg	6,342	2.66	6,998	2.55	Squash, zucchini	4,984	1.14	4,739	1.13
Strawberries, organic 1 lb pkg	1,631	3.49	1,622	2.98	Sweet potatoes	124	0.78	466	0.81
Watermelon, miniature each	1,034	2.92	1,663	3.22	Tomatoes	2,141	1.44	2,088	1.41
Watermelon, seedless each	1,990	4.13	3,317	3.93	Tomatoes, organic			210	2.85
					Tomatoes on the vine	5,241	2.04	5,090	1.67
					Tomatoes, grape 1 pint	4,492	2.24	2,929	2.34
					Tomatoes, grape organic 1 pint	1,625	2.97	1,391	2.93

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	356	0.41	1,191	0.54	Round Red Potatoes 5 lb bag	359	3.39	507	3.22
Watermelon, seedless per lb	1,365	0.62	1,447	0.52	Navel Oranges per lb	3,125	1.55	1,413	1.48
Blackberries 6 oz	890	2.84	1,908	2.82	D'Anjou Pears per lb				
Russet Potatoes per lb	324	0.81	43	0.98	Raspberries 6 oz	2,699	2.80	4,672	2.60
Russet Potatoes 10 lb bag			44	3.99	Blueberries pint	4,640	2.83	5,263	2.67

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Fruit and Vegetable Retail Report VOL. II – No. 33

Page 4

Week of Friday August 15, 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	1.69	115	1.69				1.00	23	1.00
Avocados, hass	1.67 each	430	1.67	1.25 - 1.50 each	323	1.40	1.00 each	125	1.00
Bananas	0.54	69	0.54	0.39 - 0.54	31	0.40	0.39 - 0.49	146	0.47
Bananas, organic	0.69 - 0.89	145	0.78	0.69	2	0.69	0.79	70	0.79
Blueberries									
Cantaloupe	1.50 - 3.00 each	1,918	2.36	1.50 - 3.00 each	2,949	2.38	2.00 - 2.50 each	424	2.20
Cherries	2.99 - 4.99	595	4.06	2.99 - 3.99	911	3.48	2.99 - 3.99	423	3.63
Clementines	6.99 - 7.99 5lb container	325	7.59						
Grapes, green/red	0.99 - 2.49	2,153	1.55	0.88 - 1.69	3,872	1.56	0.99 - 1.89	1,319	1.30
Grapefruit, red	0.99 each	115	0.99				0.99 each	95	0.99
Honeydew	2.48 - 3.99 each	222	3.56	2.88 - 2.99 each	986	2.98	2.99 each	96	2.99
Limes	0.17 - 0.40 each	677	0.29	0.25 - 0.38 each	127	0.30	0.50 each	30	0.50
Lemons	0.25 - 0.50 each	264	0.36				0.50 - 0.69 each	195	0.66
Mangoes	0.99 - 1.50 each	611	1.13	0.50 - 1.67 each	2,040	0.93	0.99 - 1.00 each	379	1.00
Nectarines	0.69 - 2.49	2,513	1.30	0.99 2.69	3,964	1.61	0.88 - 1.99	1,291	1.37
Oranges, navel	0.89 - 1.00 each	165	0.98	1.49 each	43	1.49	1.00 each	100	1.00
Pears, bartlett	0.98 - 1.79	1,386	1.61	1.00 - 1.79	2,407	1.47	0.99 - 1.79	366	1.39
Peaches	0.69 - 2.69	3,100	1.23	0.88 - 2.69	2,710	1.64	0.77 - 1.99	1,479	1.34
Pineapple	1.99 - 3.99 each	631	3.36	1.99 - 3.99 each	319	3.60	2.48 - 3.99 each	246	2.88
Plums	0.88 - 2.49	1,669	1.42	0.89 - 1.99	2,894	1.54	0.88 - 1.99	650	1.43
Strawberries	1.98 - 2.99 16 oz pkg	1,678	2.69	2.00 - 3.49 16 oz pkg	2,167	2.70	1.50 - 2.99 16 oz pkg	675	2.35
Strawberries, organic	2.98 - 3.99 16 oz pkg	1,027	3.60	2.98 - 3.49 16 oz pkg	74	3.06	2.99 - 3.00 16 oz pkg	177	3.00
Watermelon, miniature	3.99 each	141	3.99	2.99 each	109	2.99	2.99 - 3.00 each	105	2.99
Watermelon, seedless	2.78 - 4.99 each	332	4.61	2.99 - 5.99 each	359	4.85	2.99 - 4.99 each	947	3.78

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Fruit and Vegetable Retail Report VOL. II – No. 33

Page 5

Week of Friday August 15, 2008

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									
Avocados, hass	0.99 - 1.50 each	212	1.29	0.33 - 1.99 each	740	1.18	0.78 - 1.25 each	322	1.15
Bananas				0.49	63	0.49			
Bananas, organic									
Blueberries									
Cantaloupe	0.88 - 2.50 each	611	1.78	0.99 - 2.50 each	781	2.13	1.50 - 2.00 each	290	1.80
Cherries	2.99 - 3.99	290	3.17				2.99	183	2.99
Clementines									
Grapes, green/red	0.67 - 1.89	1,101	1.40	0.77 - 2.49	1,529	1.15	0.98 - 1.99	294	1.05
Grapefruit, red				0.33 each	14	0.33			
Honeydew	1.50 - 3.99 each	323	2.86	2.00 each	8	2.00			
Limes	0.10 - 0.25 each	105	0.15	0.20 each	140	0.20	0.14 each	8	0.14
Lemons	0.25 - 0.69 each	116	0.39				0.50 each	8	0.50
Mangoes	0.69 - 0.88 each	17	0.72	0.49 - 0.99 each	247	0.56	0.68 - 1.00 each	47	0.95
Nectarines	0.48 - 2.50	1,355	1.60	0.45 - 1.99	1,204	1.20	0.89 - 2.50	116	1.62
Oranges, navel									
Pears, bartlett	0.88 - 1.89	496	1.37	0.33 - 1.50	1,056	0.99	0.89 - 1.38	72	1.23
Peaches	0.48 - 1.99	1,409	1.28	0.33 - 1.99	1,546	1.62	0.80 - 2.49	335	1.74
Pineapple	2.48 - 4.99 each	351	3.88	2.50 each	26	2.50	2.99 each	7	2.99
Plums	0.48 - 1.99	798	1.28	0.49 - 1.69	889	0.93	0.98 - 1.38	40	1.25
Strawberries	1.98 - 3.00 16 oz pkg	855	2.87	1.25 - 2.99 16 oz pkg	733	2.53	1.50 - 2.99 16 oz pkg	234	2.45
Strawberries, organic	3.00 - 3.99 16 oz pkg	203	3.58	2.50 - 3.98 16 oz pkg	150	3.43			
Watermelon, miniature	2.50 - 2.99 each	147	2.83	1.98 - 3.00 each	507	2.67	1.50 - 2.98 each	25	1.80
Watermelon, seedless	2.98 - 4.99 each	242	3.93	2.99 - 3.99 each	110	3.80			

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Fruit and Vegetable Retail Report VOL. II – No. 33

Page 6

Week of Friday August 15, 2008

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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 - 3.99	274	3.48	1.99 - 3.99	139	2.85	2.50 - 2.98	67	2.75
Beans, round green	0.98 - 1.59	1,189	1.24	0.79 - 1.49	1,599	1.31	0.99 - 1.77	714	1.17
Broccoli	0.99 - 2.00 per bunch	592	1.44	1.50 - 2.50 per bunch	1,610	1.95	2.00 per bunch	180	2.00
Broccoli, organic									
Cabbage	0.49 - 0.59	595	0.50	0.39 - 0.59	496	0.51	0.39 - 0.50	240	0.45
Carrots, baby	0.88 - 2.00 1 lb bag	1,281	1.43	1.29 - 1.50 1 lb bag	385	1.50	0.98 - 1.50 1 lb bag	224	1.24
Carrots, baby organic	1.50 - 2.50 1lb bag	774	2.08	1.50 - 2.00 1lb bag	343	1.70	1.50 - 2.00 1lb bag	209	1.67
Celery	1.48 - 2.00 each	229	1.97	1.48 - 2.00 each	563	0.99	1.00 - 2.00 each	283	1.59
Corn	0.25 - 0.50 each	2,186	0.37	0.20 - 0.50 each	396	0.27	0.20 - 0.50 each	571	0.32
Cucumbers	0.33 - 0.67 each	891	0.66	0.50 - 0.65 each	236	0.55	0.33 - 0.67 each	212	0.52
Lettuce, iceberg	1.29 - 1.50 each	109	1.35	0.88 - 1.29 each	473	0.88	0.88 each	416	0.88
Lettuce, romaine	1.29 each	44	1.29	0.99 each	29	0.99	0.99 - 1.67 each	120	1.53
Mushrooms, white	1.50 - 2.00 8 oz pkg	447	1.73	1.50 - 1.79 8 oz pkg	286	1.54	0.98 - 1.67 8 oz pkg	583	1.25
Onions, yellow	1.28 - 2.49 3 lb bag	215	2.41	1.50 - 2.50 3 lb bag	815	1.83	1.88 - 1.99 3 lb bag	100	1.96
Onions, sweet yellow	0.98 - 1.69	938	1.49	0.99 - 1.69	47	1.14	0.77 - 0.99	360	0.81
Peppers, bell green	0.50 each	18	0.50	0.65 - 0.67 each	153	0.66	0.67 each	36	0.67
Peppers, bell green	0.79 - 1.99	1,686	1.41	1.49 - 1.99	332	1.57	0.99 - 1.99	120	1.40
Peppers, bell red	1.25 each	42	1.25	1.25 each	22	1.25	1.25 - 2.00 each	150	1.49
Peppers, bell red	1.50 - 3.49	1,128	2.57	2.50 - 2.99	349	2.77	1.00	100	1.00
Potatoes, russet	1.99 - 3.99 5 lb bag	798	2.99	1.99 - 3.99 5 lb bag	922	2.73			
Squash, zucchini	0.88 - 1.50	2,359	1.23	0.98 - 1.49	996	1.12	0.99 - 1.28	489	1.07
Sweet potatoes	0.78 - 0.99	59	0.84	0.69 - 0.78	65	0.72			
Tomatoes	0.89 - 2.99	821	1.76	0.78 - 1.48	242	1.01	1.48 - 1.98	303	1.56
Tomatoes, organic									
Tomatoes on the vine	1.48 - 2.99	1,523	2.14	0.99 - 2.99	890	1.73	0.99 - 2.18	384	1.58
Tomatoes, grape	0.99 - 3.99 1 pint	1,274	2.34	1.00 - 3.00 1 pint	2,672	2.13	1.50 - 2.00 1 pint	63	1.60
Tomatoes, grape organic	2.00 - 3.00 1 pint	673	2.89	2.50 1 pint	236	2.50	2.00 1 pint	100	2.00

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Fruit and Vegetable Retail Report VOL. II – No. 33

Page 7

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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 - 2.99	97	2.60	2.99 - 3.99	21	3.61			
Beans, round green	0.99 - 1.28	211	1.09	0.99 - 1.69	83	1.11	1.00 - 1.98	45	1.51
Broccoli	1.79 - 2.50 per bunch	38	2.13	0.79 per bunch	10	0.79	0.79 per bunch	33	0.79
Broccoli, organic									
Cabbage	0.45 - 0.50	110	0.49	0.10 - 0.49	633	0.46	0.39 - 0.79	279	0.52
Carrots, baby	0.99 - 1.50 1 lb bag	291	1.30	1.49 - 1.50 1 lb bag	819	1.49	1.29 - 1.49 1 lb bag	215	1.48
Carrots, baby organic	1.50 1 lb bag	3	1.50	1.68 1lb bag	8	1.68	1.50 - 1.79 1lb bag	223	1.53
Celery	0.79 - 1.37 each	145	0.86	0.50 - 1.50 each	511	1.27			
Corn	0.25 - 0.50 each	977	0.44	0.20 - 0.50 each	1,445	0.45	0.33 - 0.50 each	440	0.42
Cucumbers	0.50 - 0.79 each	367	0.54	0.50 each	50	0.50	0.38 - 0.79 each	81	0.60
Lettuce, iceberg	0.50 - 0.99 each	113	0.85	0.49 - 1.00 each	567	0.74	0.69 - 0.89 each	28	0.78
Lettuce, romaine	0.98 - 0.99 each	204	0.99				0.88 - 0.99 each	73	0.93
Mushrooms, white	1.49 8 oz pkg	14	1.49	0.99 - 2.00 8 oz pkg	183	1.49	1.67 - 2.00 8 oz pkg	25	1.83
Onions, yellow	1.00 - 2.00 3 lb bag	215	1.51						
Onions, sweet yellow	0.59 - 1.00	375	0.90	0.39 - 1.29	637	1.11	0.69 - 1.00	52	0.80
Peppers, bell green	0.50 - 0.59 each	235	0.51	0.50 - 0.69 each	247	0.57	0.44 - 0.50 each	64	0.49
Peppers, bell green				0.89	14	0.89			
Peppers, bell red	0.88 each	80	0.88	0.69 - 1.25 each	136	1.18	1.25 each	13	1.25
Peppers, bell red				1.50 - 2.49	420	1.71			
Potatoes, russet	1.99 - 3.00 5 lb bag	471	2.30	2.99 5 lb bag	48	2.99	2.99 5 lb bag	202	2.99
Squash, zucchini	0.99	52	0.99	0.77 - 1.00	878	0.98	0.88 - 0.99	210	0.99
Sweet potatoes									
Tomatoes	0.33 - 1.50	280	1.14	0.33 - 1.99	495	1.24			
Tomatoes, organic									
Tomatoes on the vine	1.49 - 2.99	597	2.55	0.99 - 3.00	1,558	2.16	0.98 - 2.00	289	1.42
Tomatoes, grape	1.88 1 pint	112	1.88	2.99 - 3.00 1 pint	326	3.00	1.97 - 2.50 1 pint	45	2.44
Tomatoes, grape organic	3.99 1 pint	237	3.99	2.99 1 pint	48	2.99	2.99 - 3.99 1 pint	331	3.03

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