



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 34

Issued Weekly

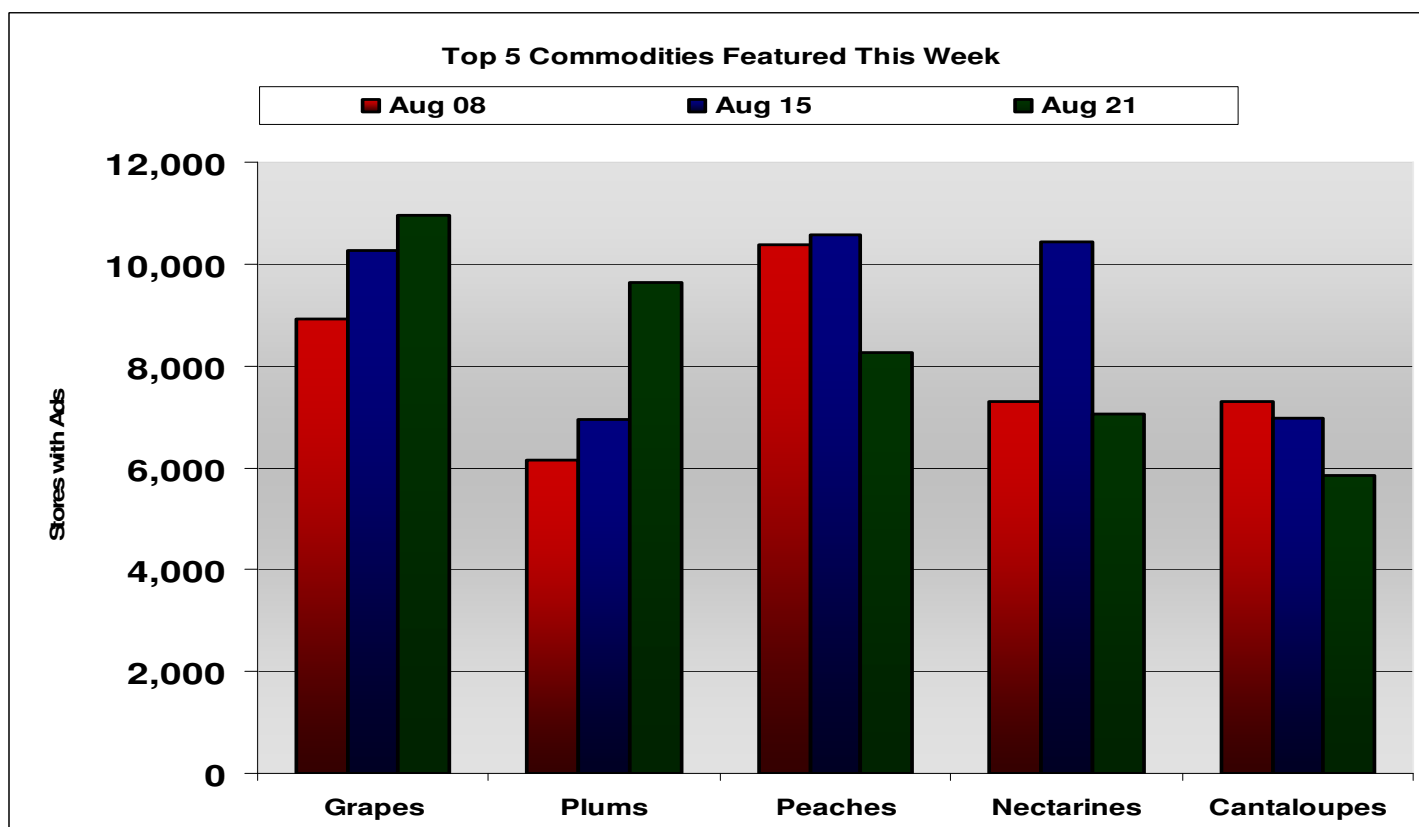
Thursday, August 21, 2008

Advertised Prices for Fruits & Vegetables at Major Retail Supermarket Outlets 08/16 to 08/28^{1, 2}

NOTE: Due to the National Market News conference, this report is abbreviated. This report includes ads available through today. Fourteen websites accounting for approximately 1900 individual stores were not included in the data for the report this week.

In general this week, most ads continued to focus on back-to-school ads. Among the most widely featured were cereals and other breakfast items, items easily packed in lunches, and snack foods. In addition, many retailers were beginning to promote Labor Day celebrations with typical barbeque and picnic items.

The top 5 featured fresh produce items this week were grapes, plums, peaches, nectarines, and cantaloupes.

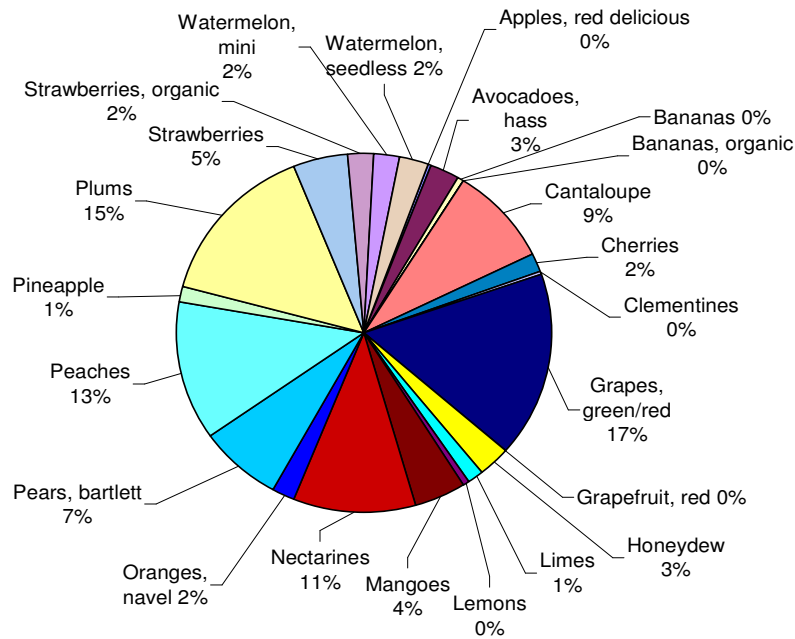


1 - Fruit and Vegetable Market News surveys more than 200 retailers, comprising roughly 17,000 individual stores, with online weekly advertised features.

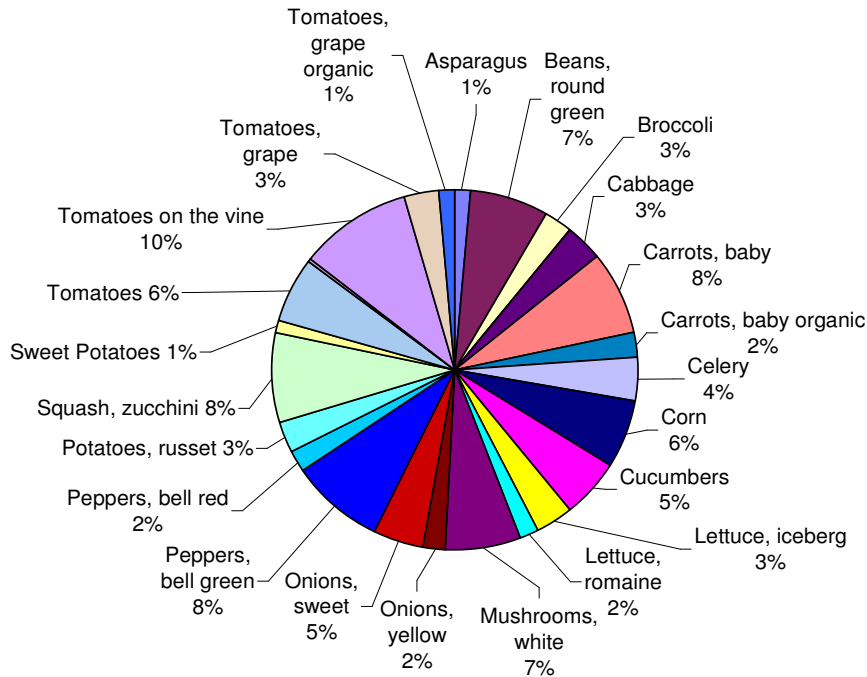
2 - Date range reflects one week of data collection ending on the report release date and encompasses ad pricing good from the Saturday before report release date through the following Thursday.



**Fruits as Percentage of Total Fruit Ads
August 21, 2008**



**Vegetables as Percentage of Total Vegetable Ads
August 21, 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	119	1.50	138	1.58	Asparagus	789	2.61	598	3.11
Avocados, hass each	1,705	1.21	2,152	1.31	Beans, round green	3,943	1.17	3,841	1.25
Bananas	327	0.49	309	0.48	Broccoli per bunch	1,442	1.40	2,463	1.82
Bananas, organic	101	0.89	217	0.78	Broccoli, organic per bunch	13	1.99		
Blueberries 4.4 oz pkg					Cabbage	1,870	0.46	2,353	0.49
Cantaloupe each	5,838	2.10	6,973	2.26	Carrots, baby 1 lb bag	4,302	1.33	3,215	1.43
Cherries	1,121	3.21	2,402	3.58	Carrots, baby organic 1 lb bag	1,279	1.78	1,560	1.86
Clementines 5lb container	91	6.46	325	7.59	Celery each	2,237	1.20	1,731	1.29
Grapes, green/red	10,958	1.41	10,268	1.43	Corn each	3,369	0.38	6,015	0.39
Grapefruit, red each	14	0.33	224	0.95	Cucumbers each	3,034	0.66	1,837	0.60
Honeydew each	1,886	3.09	1,635	3.03	Lettuce, iceberg each	1,896	1.02	1,706	0.86
Limes each	987	0.37	1,087	0.27	Lettuce, romaine each	917	1.12	470	1.15
Lemons each	240	0.54	583	0.47	Mushrooms, white 8 oz pkg	3,876	1.85	1,538	1.49
Mangoes each	2,909	1.03	3,341	0.95	Onions, yellow 3 lb bag	1,073	1.84	1,345	1.88
Nectarines, yellow flesh	7,061	1.37	10,443	1.46	Onions, sweet yellow	2,584	1.11	2,409	1.18
Oranges, navel each	1,189	0.75	308	1.06	Peppers, bell green each	1,497	0.67	753	0.57
Pears, bartlett	4,848	1.22	5,783	1.40	Peppers, bell green	3,166	1.43	2,152	1.43
Peaches, yellow flesh	8,263	1.32	10,579	1.43	Peppers, bell red each	929	1.10	443	1.24
Pineapple each	937	3.52	1,580	3.43	Peppers, bell red	285	2.63	1,997	2.35
Plums	9,629	1.39	6,940	1.39	Potatoes, russett 5 lb bag	1,542	2.77	2,441	2.76
Strawberries 1 lb pkg	3,058	2.65	6,342	2.66	Squash, zucchini	4,600	1.19	4,984	1.14
Strawberries, organic 1 lb pkg	1,588	3.19	1,631	3.49	Sweet potatoes	649	0.77	124	0.78
Watermelon, miniature each	1,412	2.88	1,034	2.92	Tomatoes	3,190	1.59	2,141	1.44
Watermelon, seedless each	1,624	4.54	1,990	4.13	Tomatoes, organic	175	3.01		
					Tomatoes on the vine	5,734	1.87	5,241	2.04
					Tomatoes, grape 1 pint	1,694	2.20	4,492	2.24
					Tomatoes, grape organic 1 pint	840	2.92	1,625	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
Cantaloupe per lb	1,207	0.49	356	0.41	Round Red Potatoes 5 lb bag	135	2.45	359	3.39
Watermelon, seedless per lb	813	0.42	1,365	0.62	Navel Oranges per lb	1,154	1.40	3,125	1.55
Blackberries 6 oz	1,080	2.90	890	2.84	D'Anjou Pears per lb				
Russet Potatoes per lb			324	0.81	Raspberries 6 oz	1,436	2.74	2,699	2.80
Russet Potatoes 10 lb bag	65	3.76			Blueberries pint	2,759	2.54	4,640	2.83

Wtd Avg = Simple weighted average
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Fruit and Vegetable Retail Report VOL. II – No. 34

Page 4

Week of Thursday August 21, 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									
Avocados, hass				1.00 - 1.09 each	376	1.00	1.25 each	4	1.25
Bananas				0.49	37	0.49			
Bananas, organic	0.89	58	0.89						
Blueberries									
Cantaloupe	0.99 - 3.00 each	1,147	1.88	1.88 - 3.00 each	2,545	2.34	1.66 - 3.00 each	1,378	2.07
Cherries	3.99	129	3.99	2.99	879	2.99			
Clementines				6.99 5lb container	15	6.99	6.99 5lb container	28	6.99
Grapes, green/red	0.99 - 2.48	1,670	1.69	0.98 - 2.49	3,973	1.48	0.98 - 1.99	1,423	1.33
Grapefruit, red									
Honeydew	2.99 - 3.99 each	199	3.87	2.99 each	988	2.99	2.50 - 2.99 each	384	2.86
Limes	0.25 - 0.67 each	485	0.43	0.25 - 0.67 each	194	0.41	0.25 - 0.50 each	145	0.44
Lemons	0.67 each	129	0.67	0.67 each	10	0.67	0.69 each	35	0.69
Mangoes	0.79 - 1.50 each	817	1.16	0.78 - 1.25 each	601	0.86	1.00 - 1.50 each	731	1.15
Nectarines	0.99 - 2.28	945	1.59	0.79 2.00	1,990	1.56	0.88 - 1.99	1,156	1.37
Oranges, navel	0.60 - 1.25 each	380	0.81	0.88 - 1.25 each	9	0.96	0.50 - 0.88 each	532	0.82
Pears, bartlett	0.89 - 1.69	965	1.47	0.99 - 1.69	373	1.48	0.84 - 1.48	956	1.17
Peaches	0.78 - 2.28	1,439	1.49	0.79 - 1.99	2,755	1.34	0.68 - 1.99	1,249	1.29
Pineapple	1.99 - 3.99 each	408	3.48	2.99 - 3.99 each	89	3.88	2.99 - 3.99 each	292	3.27
Plums	0.98 - 1.99	1,136	1.51	0.79 - 2.00	3,506	1.42	0.88 - 1.99	1,238	1.33
Strawberries	2.50 - 3.00 16 oz pkg	565	2.59	2.50 - 3.00 16 oz pkg	256	2.99	1.68 - 3.00 16 oz pkg	466	2.22
Strawberries, organic	3.99 16 oz pkg	58	3.99	2.50 - 3.50 16 oz pkg	683	2.78			
Watermelon, miniature	2.99 - 3.99 each	272	3.41	3.50 each	237	3.50	3.00 each	153	3.00
Watermelon, seedless	3.88 - 4.99 each	90	4.56	3.98 - 4.99 each	761	4.86	3.88 - 3.99 each	99	3.99

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Fruit and Vegetable Retail Report VOL. II – No. 34

Page 5

Week of Thursday August 21, 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				1.50	119	1.50			
Avocados, hass	0.89 - 1.50 each	415	1.21	0.33 - 1.99 each	708	1.11	1.99 each	202	1.99
Bananas				0.33 - 0.69	290	0.49			
Bananas, organic	0.88	43	0.88						
Blueberries									
Cantaloupe	0.98 - 2.50 each	471	1.98	0.99 - 1.50 each	297	1.20			
Cherries				3.99	113	3.99			
Clementines	5.99 5lb container	48	5.99						
Grapes, green/red	0.98 - 2.00	1,751	1.41	0.69 - 1.99	1,501	1.11	0.88 - 1.99	640	1.10
Grapefruit, red				0.33 each	14	0.33			
Honeydew	1.50 - 3.50 each	315	3.20						
Limes	0.10 - 0.17 each	73	0.15	0.10 each	90	0.10			
Lemons	0.14 each	29	0.14	0.14 - 0.50 each	37	0.22			
Mangoes	0.33 - 1.00 each	470	0.85	0.50 - 1.00 each	277	0.95	0.69 each	13	0.69
Nectarines	0.49 - 2.50	1,023	1.61	0.33 - 1.99	1,657	0.94	0.88 - 1.89	290	1.11
Oranges, navel	0.50 each	268	0.50						
Pears, bartlett	0.47 - 1.50	833	1.30	0.33 - 1.99	1,475	0.99	0.58 - 1.50	246	1.21
Peaches	0.77 - 1.99	1,260	1.36	0.33 - 1.99	1,188	1.07	0.98 - 2.69	372	1.27
Pineapple	2.99 - 5.39 each	148	3.90						
Plums	0.49 - 2.00	1,110	1.21	0.44 - 2.50	2,385	1.44	0.98 - 1.99	254	1.04
Strawberries	1.50 - 2.99 16 oz pkg	821	2.71	1.29 - 2.99 16 oz pkg	733	2.82	2.49 - 3.50 16 oz pkg	217	2.56
Strawberries, organic	3.49 16 oz pkg	212	3.49	2.50 - 3.99 16 oz pkg	585	3.54	2.50 16 oz pkg	50	2.50
Watermelon, miniature				0.98 - 2.99 each	533	2.64	1.99 - 2.50 each	217	2.03
Watermelon, seedless	2.99 - 4.99 each	246	4.26	3.99 - 4.99 each	389	4.33	3.50 each	39	3.50

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Fruit and Vegetable Retail Report VOL. II – No. 34

Page 6

Week of Thursday August 21, 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)		
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 - 3.49	163	3.04	1.99 - 3.99	195	2.62	1.99 - 2.99	356	2.28
Beans, round green	0.77 - 1.59	1,378	1.21	0.99 - 1.49	671	1.43	0.77 - 1.49	976	0.96
Broccoli	1.50 - 2.00 per bunch	144	1.50	0.98 - 2.50 per bunch	989	1.37	1.67 per bunch	139	1.67
Broccoli, organic				1.99 per bunch	13	1.99			
Cabbage	0.39 - 0.50	412	0.48	0.34 - 0.69	788	0.47	0.25 - 0.50	450	0.38
Carrots, baby	0.99 - 1.50 1 lb bag	867	1.38	0.99 - 1.50 1 lb bag	655	1.34	0.98 - 1.50 1 lb bag	828	1.32
Carrots, baby organic	1.50 - 1.99 1lb bag	611	1.79	1.50 - 1.89 1lb bag	119	1.86	1.66 1lb bag	4	1.66
Celery	1.00 - 2.00 each	151	1.36	1.00 - 2.00 each	412	1.22	1.00 - 1.69 each	314	1.19
Corn	0.25 - 0.50 each	943	0.37	0.25 - 0.50 each	744	0.41	0.20 - 0.50 each	661	0.33
Cucumbers	0.50 - 0.67 each	591	0.66	0.50 - 0.98 each	460	0.59	0.33 - 0.77 each	764	0.61
Lettuce, iceberg	0.99 each	157	0.99	0.99 - 1.50 each	155	1.25	0.88 each	23	0.88
Lettuce, romaine	0.99 - 1.49 each	153	1.18	0.98 - 0.99 each	33	0.99			
Mushrooms, white	1.49 - 2.00 8 oz pkg	807	1.72	0.89 - 2.69 8 oz pkg	1,669	1.98	1.50 - 2.00 8 oz pkg	153	1.67
Onions, yellow				2.00 - 2.50 3 lb bag	181	2.30	1.89 - 1.99 3 lb bag	296	1.96
Onions, sweet yellow	0.99 - 1.69	802	1.48	0.99 - 2.49	194	1.20	0.78 - 1.00	425	0.95
Peppers, bell green	0.50 each	4	0.50	0.50 - 1.00 each	335	0.82	0.49 - 0.99 each	537	0.64
Peppers, bell green	1.00 - 1.69	1,385	1.47	0.89 - 1.69	1,455	1.41	0.99 - 1.69	114	1.33
Peppers, bell red									
Peppers, bell red	2.49 - 3.99	146	3.02	2.00 - 2.99	139	2.23			
Potatoes, russet	2.99 - 3.49 5 lb bag	764	3.34	3.00 - 3.49 5 lb bag	165	3.03			
Squash, zucchini	0.98 - 1.49	815	1.26	0.99 - 1.68	1,755	1.36	0.77 - 1.25	807	0.94
Sweet potatoes	0.79	157	0.79	0.49 - 0.89	492	0.76			
Tomatoes	0.89 - 2.00	340	1.32	0.78 - 2.00	1,031	1.50	0.99 - 1.59	282	1.16
Tomatoes, organic	2.99	155	2.99						
Tomatoes on the vine	1.48 - 2.99	1,048	2.21	0.97 - 2.99	2,622	2.09	0.98 - 2.50	808	1.36
Tomatoes, grape	1.99 - 3.00 1 pint	898	2.28	2.00 - 2.99 1 pint	480	2.09	1.66 - 2.50 1 pint	223	2.26
Tomatoes, grape organic	2.50 - 2.99 1 pint	246	2.68	2.50 - 3.50 1 pint	233	3.06	2.99 1 pint	361	2.99

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Fruit and Vegetable Retail Report VOL. II – No. 34

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	3.99	20	3.99				2.50 - 2.98	55	2.84
Beans, round green	0.99 - 1.29	589	1.04	0.97 - 1.48	34	1.15	1.00 - 1.99	295	1.34
Broccoli	1.00 - 1.50 per bunch	154	1.33	0.79 per bunch	16	0.79			
Broccoli, organic									
Cabbage	0.39 - 0.69	45	0.55	0.10 - 0.69	156	0.51	0.47 - 0.69	19	0.60
Carrots, baby	0.79 - 1.50 1 lb bag	511	1.15	0.79 - 1.89 1 lb bag	1,056	1.31	1.00 - 1.89 1 lb bag	385	1.47
Carrots, baby organic	1.79 1 lb bag	43	1.79	1.49 - 1.79 1lb bag	424	1.72	1.50 - 2.00 1lb bag	78	1.85
Celery	0.49 - 1.50 each	302	1.37	0.49 - 1.50 each	1,045	1.12	0.75 each	13	0.75
Corn	0.19 - 0.50 each	796	0.40	0.25 - 0.50 each	217	0.49	0.25 each	8	0.25
Cucumbers	0.33 - 0.79 each	115	0.52	0.50 - 0.89 each	894	0.80	0.50 - 0.79 each	210	0.52
Lettuce, iceberg	0.69 - 1.00 each	445	0.92	0.49 - 1.29 each	909	0.98	0.79 - 1.29 each	207	1.28
Lettuce, romaine	0.99 - 1.50 each	340	1.29	0.79 - 0.99 each	101	0.81	1.00 each	290	1.00
Mushrooms, white	1.00 - 2.00 8 oz pkg	193	1.50	1.50 - 2.00 8 oz pkg	947	1.93	0.88 - 2.00 8 oz pkg	107	1.11
Onions, yellow	0.50 - 2.07 3 lb bag	377	1.15	1.50 - 3.00 3 lb bag	219	2.51			
Onions, sweet yellow	0.59 - 1.00	174	0.94	0.69 - 1.00	351	0.92	0.59 - 1.00	638	0.87
Peppers, bell green	0.47 - 0.79 each	175	0.64	0.47 - 0.79 each	212	0.72	0.33 - 0.50 each	234	0.49
Peppers, bell green	2.99	47	2.99	0.33 - 1.00	165	0.97			
Peppers, bell red	0.47 - 1.50 each	445	1.20	0.47 - 1.25 each	211	1.06	0.50 - 1.00 each	273	0.96
Peppers, bell red									
Potatoes, russet	1.00 - 3.00 5 lb bag	613	1.99						
Squash, zucchini	0.99 - 1.29	411	1.10	0.69 - 1.29	514	1.06	0.88 - 1.00	298	1.00
Sweet potatoes									
Tomatoes	0.89 - 1.99	584	1.27	0.50 - 2.49	725	2.18	0.99 - 1.99	228	1.89
Tomatoes, organic							1.99 - 3.99	20	3.19
Tomatoes on the vine	0.97 - 2.50	356	1.79	0.69 - 1.99	334	1.54	0.98 - 1.99	566	1.20
Tomatoes, grape	1.50 - 2.50 1 pint	23	2.28	1.50 1 pint	32	1.50	2.00 1 pint	38	2.00
Tomatoes, grape organic									

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