



Fruit and Vegetable Industry Advisory Committee

Arlington, Virginia
September 8, 2008

USDA
Agricultural Marketing Service
Fruit and Vegetable Market
News

Reporting of Organically Grown
Fruits and Vegetables

What is Market News?

Market News is...



**The Eyes and Ears
of the Produce Industry since
1915**

Market News

Mission

To provide timely, accurate, and unbiased information on current agricultural markets.

Our Motto

- Get It
- Get It Right
- Get It Out

History

Late 19th Century – Refrigerator car = increased availability of fresh produce

- Lack of information
- Unbalanced supply situations
- Abuses in industry

Establishment of Market News

Industry leaders believe solution to problems = market information

- First Market News report issued March 1915 in Hammond, LA (strawberries)
- Within a few years – more commodities, more information

Information Collection

- Participation is voluntary
- Individual information strictly confidential
- Interviews (in person and by phone)
 - Price
 - Demand
 - Supply or movement
 - Other Factors

Uses of Market News Information

■ Compete Smarter

- Producers
- Distributors
- Buyers
- Related industries

■ Value Determination

- Contracts
- Dispute Resolution
- Prima Fascia Evidence

Accepted in many courts as THE market value

Uses of Market News Information

- Commodity loan programs
- Government disaster response
- International trade agreements/disputes
- Loan and business plan evaluation
- Crop insurance and disaster payments
- Settling business disputes
- YOUR application

Structure of F&V Market News

Levels of Market Coverage

- Shipping Point
- Wholesale or Terminal Markets
- Retail

Shipping Point (FOB) Markets

- Area of Production or Point of Entry
 - Price
 - Movement
- Key Reports
 - F&V National Shipping Point Trends Report
 - National FOB Review

Fresh Fruit and Vegetable NATIONAL SHIPPING POINT TRENDS

USDA United States
Department of
Agriculture

Agricultural Marketing Service
Fruit and Vegetable Programs
Market News Branch

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Fresno, CA 93721
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<http://www.marketnews.usda.gov/portal/fv>

Tuesday, August 26, 2008

UNLESS OTHERWISE STATED, SHIPMENTS ARE FOR THE WEEKS ENDING AUGUST 09, 16 AND 23, 2008 IN THAT ORDER IN THOUSAND HUNDRED- WEIGHT (CWT) (100,000 LBS) UNITS. EXPECTED MOVEMENT IS FOR THE PERIOD AUGUST 24- SEPTEMBER 06, 2008. PRICES ARE FOR MONDAY, AUGUST 25, 2008, COMPARED WITH MONDAY, AUGUST 18, 2008. UNLESS OTHERWISE STATED SALES ARE F.O.B. SHIPPING POINT BASIS (INCLUDING DELIVERED SALES F.O.B. SHIPPING POINT BASIS) OR PORT OF ENTRY AND EXTRA SERVICES ARE INCLUDED. PRICES REPRESENT OPEN (SPOT) MARKET SALES BY FIRST HANDLERS ON PRODUCT OF GENERALLY GOOD QUALITY AND CONDITION UNLESS OTHERWISE STATED AND MAY INCLUDE PROMOTIONAL ALLOWANCES OR OTHER INCENTIVES. NO CONSIDERATION IS GIVEN TO AFTER-SALE ADJUSTMENTS UNLESS OTHERWISE STATED. BROKERAGE FEES PAID BY SHIPPER ARE INCLUDED IN THE PRICE REPORTED.

BERRIES

BLUEBERRIES

MICHIGAN---Shipments 48-40-30---Movement expected to decrease slightly. Trading moderate. Prices higher. Flats 12 1-pint cups with lids mostly Bluecrop, Jersey and Elliot varieties medium mostly 22.00-24.50. Some Elliots are being placed in controlled atmosphere storage. Quality mostly good.

BRITISH COLUMBIA, CANADA CROSSINGS THROUGH NORTHWEST WASHINGTON---Shipments 16*-19*-5---Movement expected to decrease as some fruit being diverted to processors. Trading active. Prices higher. Flats 12 1-pint cups with lids CDOne mostly Bluecrop and Duke, medium-large 20.00-22.00. Includes palletizing and cooling. Quality variable, but generally good. Harvest curtailed numerous times week of August 17 by rain. *revised.

OREGON/WASHINGTON COAST DISTRICT---Shipments 11-8-4---Movement expected to decrease as growers diverting Elliots to Controlled Atmosphere Storage. Trading active. Prices higher. Flats 12 1-pint cups with lids, Elliot and Bluecrop, medium-large mostly 20.00-22.00. Includes palletizing and cooling. Quality variable, but generally good. Harvest curtailed numerous times week of August 17 by rain.

MISCELLANEOUS BERRIES

SALINAS-WATSONVILLE DISTRICT, CALIFORNIA---**BLACKBERRIES**---Shipments 7-4-4---Movement expected to decrease. Trading very active. Prices higher. Flats 12 6-ounce cups with lids mostly 18.00-20.50. Includes palletizing and cooling. Wide range in quality.

CARIBBEAN BASIN IMPORTS---**BLACKBERRIES**---Imports 1-2*-2---Imports via air from Guatemala---Movement expected to remain about the same. Port of Entry: Miami International Airport. Trading moderate. Supplies in too few hands to establish a market. *revised.

OREGON/WASHINGTON COAST---**BLACKBERRIES**---Shipments moderate---Movement expected about the same as the 15,222 flats reported shipped the week of August 17. Trading moderate. Prices higher. Flats 12 6-ounce and 12 5.6 ounce cups with lids 13.00-16.00. Includes cooling and palletizing. Prices from industry sources. No F.O.B. report currently issued. Quality generally good.

RASPBERRIES

SALINAS-WATSONVILLE DISTRICT, CALIFORNIA---Shipments 14-16-19---Movement expected to remain about the same. Trading active. Prices generally un- changed. Flats 12 6-ounce cups with lids Red 14.00-16.90; ORGANIC: Flats 12 6-ounce cups with lids Red 16.00-18.00. Includes palletizing and cooling. Wide range in quality.

STRAWBERRIES

ALL CALIFORNIA DISTRICTS---Shipments 298-299-301 SALINAS-WATSONVILLE DISTRICT, CALIFORNIA---

Shipments 258-257-267--- Movement expected to remain about the same. Trading fairly active. Prices lower. Flats 12 1-pint baskets medium 8.90-10.90, Flats 8 1-pound containers with lids medium 7.90-8.90, Flats 4 2-pound containers with lids medium 7.90-8.90; ORGANIC: Flats 8 1-pound containers with lids medium 12.00-13.90, Flats 12 8-ounce containers with lids medium 10.00-11.90. Includes palletizing and cooling. Wide range in quality.

SANTA MARIA DISTRICT, CALIFORNIA---Shipments 40-42-34---Movement expected to decrease slightly. Trading moderate. Prices lower. Flats 8 1-pound containers with lids medium 7.90-8.90, Flats 4 2-pound containers with lids medium 7.90-8.90. Includes palletizing and cooling. Wide range in quality.

CITRUS FRUIT

CLEMENTINES

CHILE---Imports 2-10-2---Imports via boat---Movement expected to remain about the same. Port of Entry: Philadelphia area. Trading moderate. Prices lower. Flat cartons 15 7-pound mesh bags mostly 30.00-32.00; 10 3-pound mesh bags mostly 30.00-32.00; 2.3 kilogram/5 pound containers 18-28s supplies insufficient and in too few hands to establish a market. Quality generally good.

PERU---Imports 4*-5*-***---Imports via boat---Movement expected to remain about the same. Ports of Entry: Philadelphia area and New York City area. Trading moderate. Prices lower. cartons 15 2-pound mesh bags mostly 30.00-32.00; 10 3-pound mesh bags mostly 30.00; 2.3 kilogram/5 pound containers 18-28s supplies insufficient and in too few hands to establish a market. Quality generally good. *revised, **unavailable.

SOUTH AFRICA---Imports **-3-***---Imports via boat---Movement expected to remain about the same. Port of Entry: Philadelphia area. Trading moderate. Prices higher. Cartons 15 2-pound mesh bags mostly 30.00-32.00; 10 3-pound mesh bags mostly 30.00; 2.3 kilogram/5 pound containers 18-28s supplies insufficient and in too few hands to establish a market. Quality generally good. **unavailable.

GRAPEFRUIT

SOUTH AND CENTRAL DISTRICT CALIFORNIA---Shipments Moderate---Movement expected about the same. Trading moderate. Prices generally unchanged. Ruby Red 7/10 bushel cartons Shippers First Grade 23-27s mostly 12.00-13.00, 32s 11.00-12.00, 36s 10.00-11.00, 40s 9.00-10.00, 48-56s 8.00-10.00. Quality generally good. Prices from industry sources. No F.O.B. report currently issued.

Shipping Point Trends Report

Wholesale or Terminal Markets

- Sales prices “at a moment in time”
- 15 markets nationwide – most reported daily
- Personal interviews with buyers and sellers
- International Wholesale Markets
 - Toronto
 - Mexico City
 - Others

Wholesale Market

---FRUITS OTHER: MARKET STEADY. cartons 1 layer CA Apple
Pears Hosui 12s 12.00 16s 12.00 Olympic 10s 14.00 12s
14.00 Shinko 14s 13.00 11 lb cartons loose CA ExFcy
Dates Medjool 48.00 cartons 1 layer FL Carambola - Star
Fruit 25s 15.00 SK Apple Pears Singo 11s 20.00 12s 20.00
cartons 1 layer tray pack CA AIR Kiwano 11s no offerings
EC Pepino 12s 21.00 FL Passion Fruit Purple 36s 36.00
flats 1 layer CA Feijoa 30s no offerings MX Cactus Pears
red 30s 14.00-15.00 cartons 24 10-oz cups pitted CA
Dates 37.00 cartons 4 layer CQ Apple Pears Yali 80s
26.00 cartons FL Guava giant no offerings 8.5 kg cartons
wrapped CQ Apple Pears Fragrant lge 19.00-23.00 mostly
23.00

Retail

- Weekly advertised specials
 - 24 fruits and 27 vegetables
- Online data collection
- 200 Retail websites
- 17,000 individual stores

Retail Report



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/mnieports/fv/retail.pdf>

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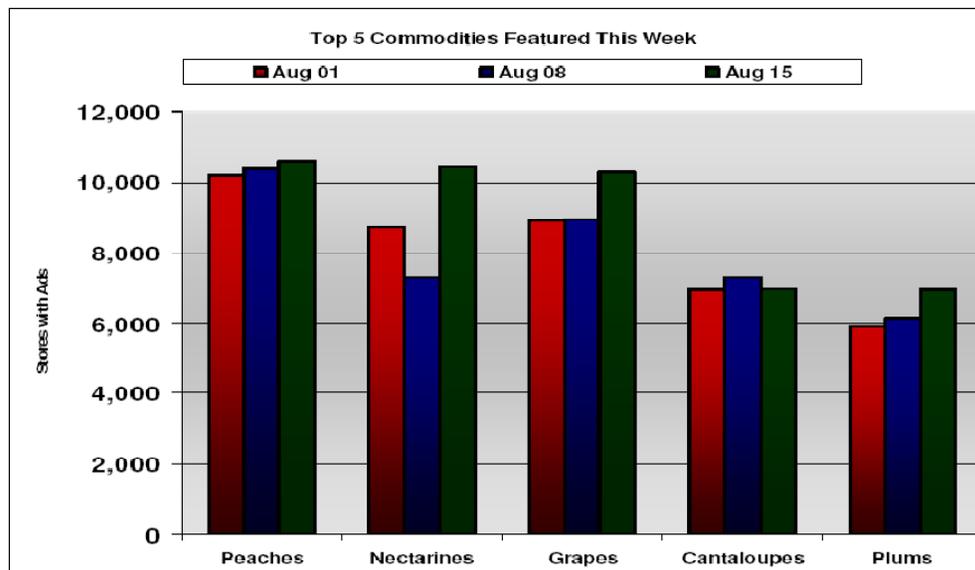
Advertised Prices for Fruits & Vegetables at Major Retail Supermarket Outlets 08/09 to 08/21^{1, 2}

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.

Why Report Organic?

- Demand for information
 - Industry
 - Government
- “Universe” of supply
- Fastest growing sector
 - 20 percent growth in retail sales per year over the last decade (ERS 2005)
- 2007 Farm Bill

Technical Enhancements

- Enhanced the Market News Portal
 - Allows for the easy retrieval of organic information, as well as greenhouse
 - Organic Portal Community
- Modified the Market News Information System or database
 - Segregated storage of organic and conventional items

Organic Portal Community



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Browse by Report Type

- [Terminal Market](#)

Welcome to the Organic Community

Terminal Market Prices for Organics:

- [Latest Prices for All Fruits and Vegetables \(last reported day\)](#)
- [Last Year Prices for All Fruits and Vegetables \(same day last year\)](#)
- [Latest Prices for Fruits \(last reported day\)](#)
- [Last Year Prices for Fruits \(same day last year\)](#)
- [Latest Prices for Vegetables, including Onions, Potatoes and Herbs \(last reported day\)](#)
- [Last Year Prices for Vegetables, including Onions, Potatoes and Herbs \(last year\)](#)

Shipping Point Prices for Organics:

- [Latest Prices \(last reported day, all organic except ornamentals\)](#)
- [Last Year Prices \(same day last year, all organic except ornamentals\)](#)
- [Latest Seven Days Prices \(detail list\)](#)
- [Latest Month Prices \(detail list for 31 days\)](#)

Movement for Organics:

- [Latest Movement \(for last reported day\)](#)
- [Latest Seven Days Movement \(detail list\)](#)
- [Latest Month Movement \(detail list for last 31 days\)](#)

Organic Markets Currently Reported

■ Retail

- Five items weekly, organic and conventional

■ Terminal markets

- 103 Commodities reported
- Most often – apples, bananas, carrots

■ Shipping point

- 21 Commodities reported
- Most often – apples, carrots, strawberries

Organic Segregation of Data

Refine results:

Commodity:

Select Date:
Date Format: mm/dd/yyyy

Type:

Environment:

Hide

DETROIT : CARROTS Market: STEADY.

CARROTS		Package: cartons 12 2-lb film bags			Variety: BABY PEELED			Type: Organic		
Date	Low-High Price	Mostly Low-High Price	Origin	Origin District	Item Size	Environment	Color	Unit of Sale	Quality	
01/11/2008	26.00 - 26.00	-	CALIFORNIA							

CARROTS		Package: cartons 24 1-lb film bags			Variety: BABY PEELED			Type: Organic		
Date	Low-High Price	Mostly Low-High Price	Origin	Origin District	Item Size	Environment	Color	Unit of Sale	Quality	
01/11/2008	26.00 - 26.00	-	CALIFORNIA							

CARROTS		Package: cartons bunched			Variety: BUNCHED			Type: Organic		
Date	Low-High Price	Mostly Low-High Price	Origin	Origin District	Item Size	Environment	Color	Unit of Sale	Quality	
01/11/2008	27.50 - 28.00	-	CALIFORNIA		24S					

CARROTS		Package: 25 lb sacks loose			Variety: TOPPED			Type: Organic		
Date	Low-High Price	Mostly Low-High Price	Origin	Origin District	Item Size	Environment	Color	Unit of Sale	Quality	
01/11/2008	20.00 - 20.00	-	CALIFORNIA		MED-LGE					

New!

Recently added refine options for organic and environment (primarily greenhouse)

Retail

VEGETABLE	THIS WEEK		LAST WEEK	
	Stores with Ads	Wtd Avg Prices	Stores with Ads	Wtd Avg Prices
Asparagus	1,403	3.44	789	2.61
Beans, round green	3,679	1.19	3,943	1.17
Broccoli per bunch	1,658	1.48	1,442	1.40
Broccoli, organic per bunch	8	1.99	13	1.99
Cabbage	2,003	0.49	1,870	0.46
Carrots, baby 1 lb bag	4,117	1.50	4,302	1.33
Carrots, baby organic 1 lb bag	1,490	1.93	1,279	1.78

Terminal Markets

ATLANTA, BANANAS: MARKET: STEADY.

---- 40 lb cartons, Organic: 09/03/2008, IMPORTS 22.00-22.00;

ATLANTA, CARROTS: MARKET: ABOUT STEADY.

---- 25 lb sacks loose, Organic: 09/03/2008, CALIFORNIA jbo 19.00-19.00;

BALTIMORE, BANANAS: MARKET: STEADY.

---- 40 lb cartons, Organic: 09/03/2008, IMPORTS 24.50-24.50;

BALTIMORE, CARROTS: MARKET: STEADY.

---- sacks 48 1-lb film bags, Organic: 09/03/2008, CALIFORNIA med-lge
35.00-35.00;

---- sacks 24 2-lb film bags, Organic: 09/03/2008, CALIFORNIA med-lge
35.00-35.00;

---- sacks 10 5-lb film bags, Organic: 09/03/2008, CALIFORNIA med-lge
35.00-35.00;

---- 25 lb sacks loose, Organic: 09/03/2008, CALIFORNIA lge 24.00-24.00;

Shipping Point

KERN DISTRICT CALIFORNIA, GRAPES:

- THOMPSON SEEDLESS, 19 lb containers bagged, Organic:
 - 08/27/2008, Season 2008 lge 19.10-20.10 occasional lower;
 - 08/28/2008, Season 2008 lge 18.10-20.10;
 - 08/29/2008, Season 2008 lge 18.10-20.10;
 - 09/02/2008, Season 2008 lge 18.10-20.10;
- FLAME SEEDLESS, 19 lb containers bagged, Organic:
 - 08/27/2008, Season 2008 lge supplies insufficient to quote;
- BLACK SEEDLESS, 19 lb containers bagged, Organic:
 - 08/27/2008, Season 2008 lge 18.10-20.10;
 - 08/28/2008, Season 2008 lge 18.10-20.10;
 - 08/29/2008, Season 2008 lge 18.10-20.10;
 - 09/02/2008, Season 2008 lge 18.10-20.10;

What's Next on Organics?

- Weekly Snapshot of Organic Retail Features
 - Addition to current National Retail Report
- National Organic Summary
 - Weekly comprehensive look at all organic data available from F&V Market News
- Regional Distributors/Wholesalers Report
- Outreach to identify additional information needs



Questions?

www.marketnews.usda.gov/portal/fv





Thank you

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