



Fruit and Vegetable Market News Branch

Agricultural
Marketing
Service

National Fruit and Vegetable Retail Report

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

Volume VI - Number 5

Issued Weekly

Friday, February 3, 2012

Advertised Prices for Fruits & Vegetables at Major Retail Supermarket Outlets 01/28 to 02/09^{1,2}

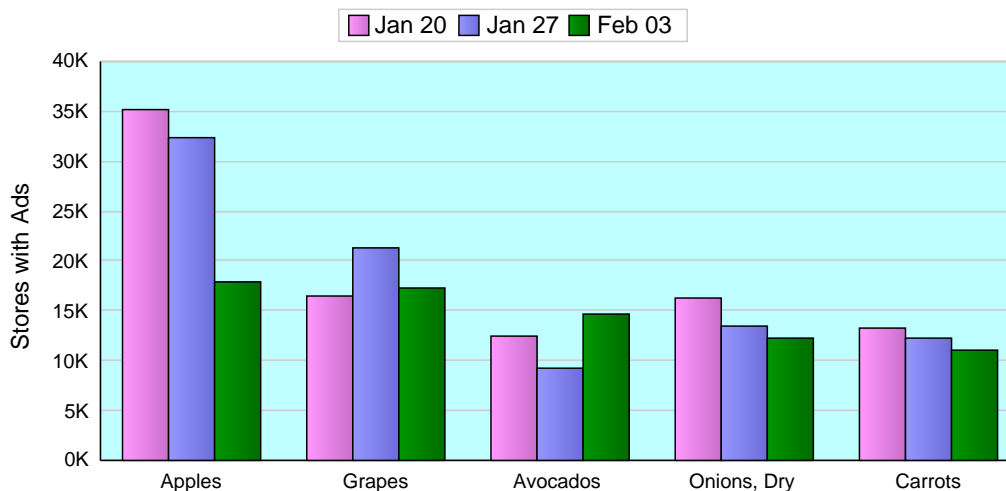
Super Bowl Savings!

Super Bowl food, décor, and treats were the focus of retail ads this week with party trays and beverage specials in most ads across the nation. Produce departments had avocados, tomatoes and snack size vegetables on special while bakeries had themed cakes and cookies. Floral departments had early Valentine's Day bouquets along with springtime daffodil and tulip bouquets.

Total ad numbers this week were 238,556, an 8% decrease from last week's 260,445. The total number of ads broken out by commodity groups: fruit 131,173, onions and potatoes 23,277, vegetables 81,910, herbs 2,121, and ornamentals 75.

Fruit made up 55% of all produce ads again this week. Of the major advertised items (3,000 plus stores) this week, fruit items that were higher than the same week last year included navel oranges (each) at 10%, nectarines and peaches both at 8%, red and white grapes both at 7%, and plums at 3% higher. Fruit items that decreased in price when compared to same week last year were bosc pears at 16%, strawberries (1 lb) at 15%, avocados and D'Anjou pears at 9%, blueberries (1 pt) at 8%, and pineapple at 7% lower than same week last year. Notable price changes in onions and potatoes this week when compared to last year were an increase in russet potatoes (5 lb) at 12% along with a decrease in yellow sweet onions at 4% lower than the same week last year. Significant price increases in vegetables included broccoli (per bunch) at 8% with baby carrots (1 lb) and mixed salads at 3% higher. Major vegetable price cuts from the same week last year included plum tomatoes at 14%, crown cut broccoli at 13%, celery and cucumber at 10%, cauliflower at 6%, grape tomatoes (1 pt) at 5%, mushrooms at 4% and baby carrots (2 lbs) at 2% lower than the same week last year.

Top 5 Commodities Featured This Week

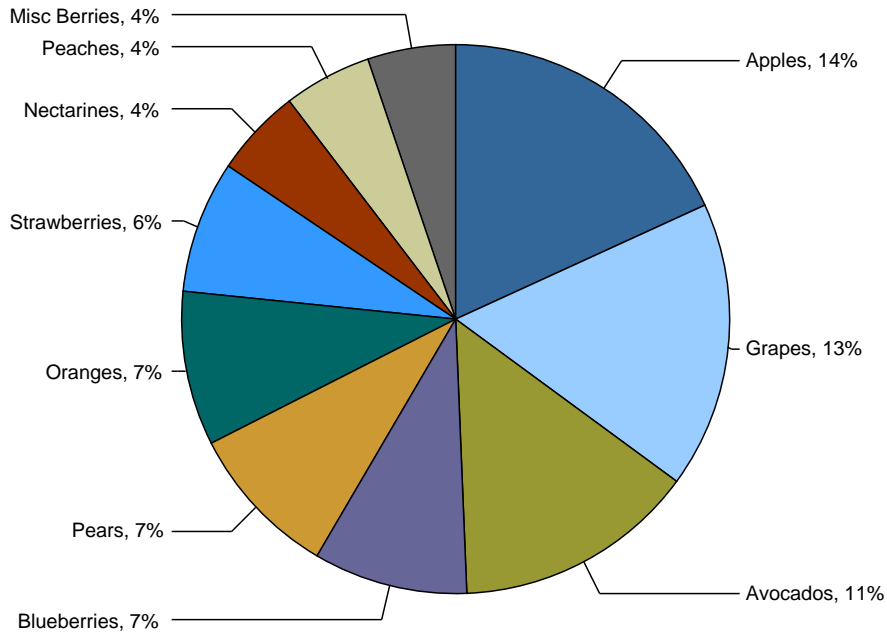


1 - Fruit and Vegetable Market News surveys more than 200 retailers, comprising over 21,000 individual stores, with online weekly advertised features.

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

Top 10 Fruits as Percentage of Total Fruit Ads

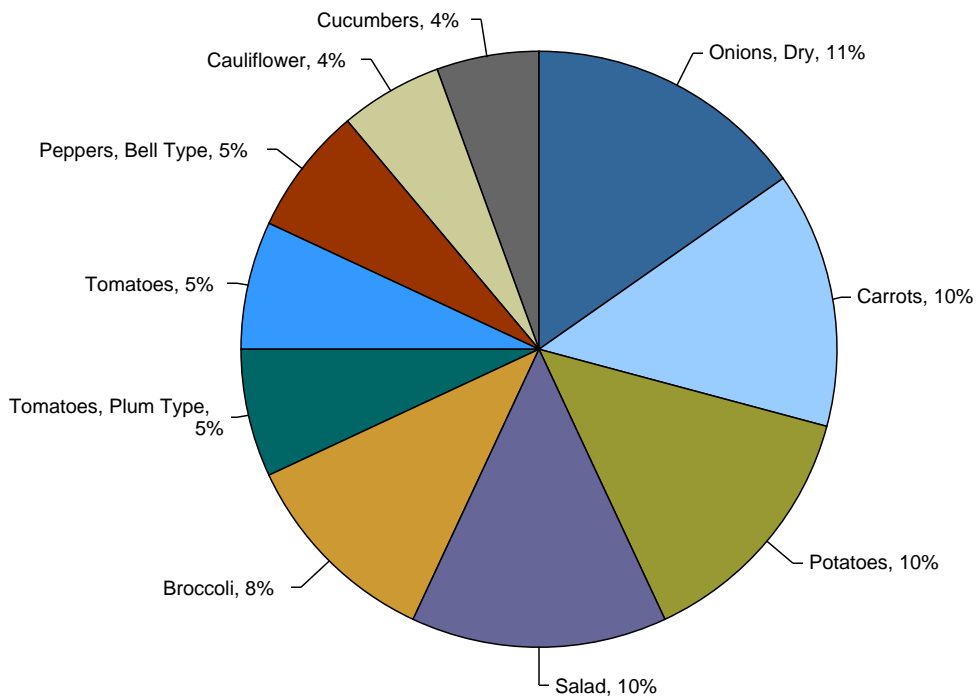
February 03, 2012



Top 10 Vegetables as Percentage of Total Vegetable Ads

Including Onions and Potatoes

February 03, 2012





NATIONAL SUMMARY

FRUITS								
Commodity	Variety	Unit	THIS WEEK		LAST WEEK		LAST YEAR	
			Stores With Ads	Wtd Avg Price	Stores With Ads	Wtd Avg Price	Stores With Ads	Wtd Avg Price
Apples	Braeburn	per pound	1,274	1.33	1,786	1.19	1,358	1.00
Apples	Braeburn	3 lb bag	9	2.50	141	3.39		
Apples	Fuji	per pound	1,828	1.32	3,680	1.22	876	0.92
Apples	Fuji	3 lb bag	45	2.76	43	2.50	248	1.98
Apples	Fuji	5 lb bag	264	4.31	13	2.99		
Apples	Gala	per pound	1,659	1.49	3,152	1.23	1,405	1.32
Apples	Gala	3 lb bag	247	2.77	776	3.61	537	2.72
Apples	Gala	5 lb bag	213	4.39	191	3.99		
Apples	Golden Delicious	per pound	1,888	1.49	1,980	1.23	599	1.19
Apples	Golden Delicious	3 lb bag	296	2.76	532	3.14	295	2.73
Apples	Golden Delicious	5 lb bag	27	4.99	64	3.99		
Apples	Granny Smith	per pound	1,180	1.48	1,948	1.37	1,131	1.29
Apples	Granny Smith	3 lb bag	54	3.79	317	3.44	139	2.50
Apples	Granny Smith	5 lb bag	246	4.47	218	4.79		
Apples	Pink Lady/Cripps Pink	per pound	185	1.48	1,161	1.68	839	1.42
Apples	Red Delicious	per pound	2,520	1.43	3,743	1.21	2,906	1.03
Apples	Red Delicious	3 lb bag	451	2.83	516	3.16	306	2.74
Apples	Red Delicious	5 lb bag	760	3.68	489	4.57		
Avocados	Hass	each	13,920	0.94	5,777	1.11	14,352	1.03
Bananas		per pound	767	0.50	661	0.46	197	0.52
Blueberries		6 oz package	2,069	2.67	1,614	2.27	2,447	2.73
Blueberries		1 pint package	6,168	2.91	6,162	3.05	5,076	3.15
Blueberries		18 oz package	378	3.50	1,364	4.69		
Cantaloups		each	2,898	2.62	5,035	2.42	5,425	2.37
Cantaloups		per pound	626	0.78	311	0.90	1,183	0.82
Cherries	Red Varieties	per pound	1,039	3.50	2,008	3.69	631	3.04
Clementines		5 lb package	2,266	6.09	2,547	5.29	2,961	5.76
Clementines		3 lb bag	1,118	3.99	935	3.96	1,095	3.92
Fruit, Other	Apple Pears	each	23	2.50	18	1.93		
Grapefruit	Red	each	1,166	0.93	4,066	0.81	2,096	0.74
Grapefruit	Red	5 lb bag	1,306	3.30	840	2.89	1,008	3.22
Grapes	Red Globe	per pound	531	2.13	599	1.97		

Wtd Avg - Simple weighted average



Grapes	Red Seedless	per pound	9,845	1.94	11,039	1.84	10,536	1.81
Grapes	White Seedless Type	per pound	6,922	2.04	5,619	1.91	6,475	2.03
Honeydews		each	542	3.87	488	3.38	769	3.70
Kiwifruit	Hayward	each	879	0.37	1,401	0.38	1,767	0.40
Lemons		each	2,412	0.46	1,055	0.50	2,519	0.46
Limes		each	2,258	0.33	1,031	0.34	803	0.57
Mangoes		each	1,888	1.22	2,664	1.07	3,215	1.11
Misc Berries	Blackberries	5.6 - 6 oz package	4,730	2.53	4,522	2.31		
Nectarines	Various Yellow Flesh Varieties	per pound	5,845	2.33	5,478	2.30	5,844	2.15
Oranges	Navel	each	3,168	0.75	4,080	0.76	3,024	0.68
Oranges	Navel	per pound	1,233	0.75	3,842	0.83	3,585	0.95
Oranges	Navel	4 lb bag	2,450	2.77	2,658	2.99	3,412	3.04
Oranges	Navel	8 lb bag	835	5.39	1,157	5.04		
Oranges	Valencia	per pound	8	0.99	8	0.99		
Oranges	Valencia	4 lb bag	32	2.99	19	2.00		
Peaches	Various White Flesh Varieties	per pound	8	2.69				
Peaches	Various Yellow Flesh Varieties	per pound	4,901	2.34	5,255	2.27	5,442	2.17
Pears	Bartlett	per pound	321	1.13	363	1.11	887	1.46
Pears	Bosc	per pound	3,612	1.14	2,971	1.24	2,013	1.35
Pears	D'Anjou	per pound	3,551	1.20	3,414	1.19	2,172	1.32
Persimmons		each	201	1.01				
Pineapples		each	3,084	2.86	3,030	2.74	4,302	3.07
Plums		per pound	3,377	2.33	2,515	2.26	2,897	2.27
Raspberries	Red	6 oz package	1,181	3.02	1,299	2.85		
Strawberries		1 lb package	7,336	2.68	7,830	2.49	2,958	3.17
Strawberries		2 lb package	468	5.00	134	3.99	109	4.99
Tangerines		per pound	329	0.99	795	0.90	431	0.93
Tangerines		5 lb package	232	4.99			333	7.36
Tangerines		3 lb bag	514	2.62	545	3.15		
Watermelons	Red Flesh Seedless Miniature	each	892	3.12	3,565	3.07	656	2.97
Watermelons	Red Flesh Seedless Type	each	29	2.99			9	2.88
Watermelons	Red Flesh Seedless Type	per pound	56	0.99	220	0.82	190	0.71
ORGANIC								
Apples	Braeburn	per pound	565	1.23	639	1.30	157	1.03
Apples	Braeburn	3 lb bag	108	2.99	83	3.82	28	2.49
Apples	Fuji	per pound	943	2.06	268	1.71	604	1.55
Apples	Gala	per pound	1,221	1.85	1,076	1.71	812	1.96
Apples	Gala	3 lb bag	15	4.99	440	3.99		

Wtd Avg - Simple weighted average



Apples	Golden Delicious	per pound	441	1.63	649	2.00	311	1.98
Apples	Granny Smith	per pound	202	2.36	511	1.91	459	1.99
Apples	Granny Smith	3 lb bag	138	3.21	23	2.99		
Apples	Pink Lady/Cripps Pink	per pound	8	2.49	14	2.28	47	1.85
Apples	Red Delicious	per pound	1,095	1.47	1,020	1.76	667	1.73
Avocados	Hass	each	821	1.41	1,174	1.38	655	1.48
Bananas		per pound	252	0.69	279	0.87	284	0.82
Blueberries		6 oz package	938	3.01	1,916	2.87	668	2.74
Blueberries		1 pint package	150	3.30	199	3.97	30	4.02
Cantaloups		each	22	2.99				
Grapefruit	Red	each	60	0.93	171	0.99	63	0.91
Grapefruit	Red	per pound	8	1.99				
Grapefruit	Red	5 lb bag	22	3.99				
Kiwifruit	Hayward	each	55	0.51	28	0.59	15	0.43
Lemons		per pound	7	1.99				
Limes		each	201	0.99				
Mangoes		each	8	2.50	38	1.75	570	1.66
Misc Berries	Blackberries	5.6 - 6 oz package	115	2.84				
Oranges	Navel	each	409	1.15	432	0.89	107	1.44
Oranges	Navel	per pound	327	1.26	738	1.19	660	1.29
Oranges	Navel	4 lb bag	343	3.68	1,490	4.53	301	4.14
Oranges	Valencia	4 lb bag	30	2.99	30	2.99		
Pears	Bosc	per pound	539	1.68	66	1.94	17	1.99
Pears	D'Anjou	per pound	930	1.50	730	1.32	94	1.60
Pineapples		each	22	3.99			56	3.99
Strawberries		1 lb package	610	3.99	80	3.99		
Tangerines		per pound	8	1.99				

ONIONS AND POTATOES

Commodity	Variety	Unit	THIS WEEK		LAST WEEK		LAST YEAR	
			Stores With Ads	Wtd Avg Price	Stores With Ads	Wtd Avg Price	Stores With Ads	Wtd Avg Price
Onions, Dry	Red	per pound	2,203	0.91	1,296	0.97	1,462	0.99
Onions, Dry	White	per pound	2,119	0.84	1,043	0.94	1,242	0.84
Onions, Dry	Yellow	per pound	1,206	0.61	1,379	0.80	1,349	0.73
Onions, Dry	Yellow	3 lb bag	2,510	1.94	1,888	1.42	2,140	2.28
Onions, Dry	Yellow Marked Sweet	per pound	3,129	1.10	4,158	1.17	4,442	1.22
Onions, Dry	Yellow Marked Sweet	3 lb bag	553	2.99	207	1.74		

Wtd Avg - Simple weighted average



Potatoes	Round Red	per pound	443	0.60	501	0.81	642	0.99
Potatoes	Round Red	3 lb bag	32	2.99	271	1.66		
Potatoes	Round Red	5 lb bag	323	2.88	1,377	3.12	1,594	2.66
Potatoes	Round Red	10 lb bag	8	6.99			70	3.99
Potatoes	Round White	per pound	87	0.49	288	0.58	42	0.50
Potatoes	Round White	5 lb bag	402	2.45	922	2.56	886	2.54
Potatoes	Round White	10 lb bag	176	2.88				
Potatoes	Russet	per pound	2,017	0.80	2,263	0.72	1,790	0.80
Potatoes	Russet	3 lb bag	85	2.24	199	1.91		
Potatoes	Russet	5 lb bag	3,456	2.58	3,477	2.84	2,771	2.30
Potatoes	Russet	10 lb bag	1,035	3.41	1,141	2.76	1,261	2.83
Potatoes	Russet	8 lb bag	437	3.10	192	3.34		
Potatoes	Russet-Greenhouse	5 lb bag	123	2.99				
Potatoes	Yellow Type	per pound	39	0.72	153	0.95	336	1.16
Potatoes	Yellow Type	3 lb bag	45	1.37	223	1.18		
Potatoes	Yellow Type	5 lb bag	391	3.43	474	2.80	1,620	2.81

ORGANIC

Onions, Dry	Red	per pound	30	0.96	33	0.99	33	0.99
Onions, Dry	Red	3 lb bag	15	2.99	77	2.99		
Onions, Dry	Yellow	per pound	22	0.99	33	0.99	34	0.99
Onions, Dry	Yellow	3 lb bag	435	2.70	374	3.43	355	3.02
Potatoes	Round Red	3 lb bag	116	3.49				
Potatoes	Russet	per pound	238	1.64	20	0.92	12	0.99
Potatoes	Russet	5 lb bag	1,486	3.78	778	3.47	169	3.07
Potatoes	Yellow Type	3 lb bag	116	3.49				

VEGETABLES

Commodity	Variety	Unit	THIS WEEK		LAST WEEK		LAST YEAR	
			Stores With Ads	Wtd Avg Price	Stores With Ads	Wtd Avg Price	Stores With Ads	Wtd Avg Price
Artichokes		each	186	1.94	59	1.62	52	1.74
Asparagus	Green	per pound	3,059	2.31	2,849	2.74	4,341	2.61
Beans	Round Green Type	per pound	73	1.32	533	1.60	56	2.47
Broccoli		per pound	777	1.25	652	0.95	30	1.34
Broccoli		per bunch	3,445	2.07	2,053	1.69	1,005	1.92
Broccoli	Crown Cut	per pound	3,750	1.42	2,301	1.29	1,951	1.64
Cabbage	Round Green Type	per pound	832	0.45	2,001	0.49	315	0.62
Carrots		per pound	68	0.33	107	0.34		

Wtd Avg - Simple weighted average



Carrots		1 lb bag	199	0.68	1,630	0.62	140	0.65
Carrots		2 lb bag	33	0.88	638	2.04		
Carrots	Baby Peeled	1 lb bag	5,449	1.34	3,580	1.45	6,239	1.30
Carrots	Baby Peeled	2 lb bag	3,452	2.49	2,310	2.41	4,733	2.55
Cauliflower		each	3,021	2.34	1,920	2.40	1,230	2.49
Cauliflower		per pound	1,193	1.11	1,170	1.06	259	0.93
Celery		each	3,524	1.21	2,375	1.33	2,371	1.35
Celery	Hearts	each	259	1.97	42	1.73	774	2.05
Cilantro		per bunch	2,038	0.67	638	0.57		
Corn-Sweet		each	67	0.50	466	0.54		
Cucumbers		each	2,224	0.63	4,360	0.62	2,774	0.64
Cucumbers	Long Seedless-Greenhouse	each	2,234	1.25	1,914	1.76	673	1.58
Greens	Collard	per pound	416	0.97	157	0.90		
Greens	Kale	per pound	234	1.00	87	0.99		
Greens	Mustard	per pound	234	1.00	19	0.98		
Lettuce, Iceberg		each	1,157	1.05	1,784	1.12	276	1.05
Lettuce, Other	Boston	each	8	1.49			10	0.97
Lettuce, Other	Green Leaf	each	308	1.64	1,659	1.33	580	1.52
Lettuce, Other	Green Leaf	per pound	22	1.49	183	1.30		
Lettuce, Other	Red Leaf	each	316	1.64	1,659	1.33	545	1.55
Lettuce, Other	Red Leaf	per pound	22	1.49	183	1.30		
Lettuce, Romaine		each	292	1.72	1,668	1.32	487	1.62
Lettuce, Romaine		3 count package	19	1.29	12	2.50		
Lettuce, Romaine		per pound	171	1.30	113	1.47		
Lettuce, Romaine	Hearts	3 count package	425	2.69	1,647	2.86	157	2.71
Mushrooms	Portobella	8 oz package	23	2.00	474	2.33	20	1.55
Mushrooms	White	8 oz package	3,495	1.64	4,287	1.72	2,822	1.70
Onions Green		per bunch	1,622	0.55	492	0.48	2,106	0.61
Peppers, Bell Type	Green	per pound	530	1.33	276	1.70	1,465	1.24
Peppers, Bell Type	Green	each	939	0.71	2,494	0.78	1,703	0.64
Peppers, Bell Type	Red	per pound	1,231	2.22	1,975	2.32	1,144	2.37
Peppers, Bell Type	Red	each	2,174	1.11	2,579	1.06	2,074	1.15
Peppers, Bell Type	Red-Greenhouse	per pound	4	3.49	7	1.69		
Peppers, Bell Type	Red-Greenhouse	each	32	1.29	235	1.50	86	1.37
Radishes		per bunch	941	0.45	523	0.53	1,546	0.58
Salad	Mixed Types	1 lb bag	107	2.22	193	1.84	282	2.05
Salad	Mixed Types	10 - 12 oz package	3,496	2.29	6,953	2.16	4,968	2.23
Salad	Mixed Types	5 - 9 oz package	2,765	2.34	3,973	2.38	2,568	2.21
Spinach	Flat, Baby Type	10 oz	34	1.49	567	1.64	340	1.95

Wtd Avg - Simple weighted average



		package						
Spinach	Flat, Baby Type	9 oz package	245	2.41	158	2.05		
Squash	Yellow Crookneck/Straightneck	per pound	181	1.91	262	1.19	631	1.40
Squash	Zucchini	per pound	189	1.90	407	1.21	1,753	1.29
Sweet Potatoes		per pound	1,257	0.91	958	0.91	1,291	0.91
Tomatoes		per pound	852	1.09	1,079	1.05	646	1.01
Tomatoes	Vine Ripe - Heirloom Varieties	per pound	15	3.99	77	3.58		
Tomatoes	Vine Ripes	per pound	901	1.90	2,069	1.55	390	1.61
Tomatoes	Vine Ripes, On The Vine-Greenhouse	per pound	2,017	2.29	2,095	2.17	2,238	2.41
Tomatoes	Vine Ripes-Greenhouse	per pound	902	1.55	760	2.18	556	1.81
Tomatoes, Cherry		1 pint package	101	2.49	278	2.36	613	1.73
Tomatoes, Grape Type		1 pint package	3,042	2.25	4,335	2.20	5,469	2.36
Tomatoes, Grape Type		10 oz package	322	1.82	1,498	2.21		
Tomatoes, Plum Type	Roma	per pound	5,302	1.08	3,100	0.98	4,231	1.25
ORGANIC								
Broccoli		per pound	458	1.73	271	1.72	90	1.59
Broccoli		per bunch	20	1.87	415	2.93	371	2.72
Broccoli	Baby Hybrid Type	per bunch	13	2.00				
Broccoli	Crown Cut	per pound	22	1.99			36	2.88
Cabbage	Round Green Type	per pound	17	1.49	6	0.99		
Carrots		1 lb bag	182	0.94	173	1.29	16	1.29
Carrots		2 lb bag	52	1.75	39	2.05		
Carrots		per bunch	81	1.97	57	2.68	47	1.59
Carrots	Baby Peeled	1 lb bag	1,448	1.80	1,646	1.68	943	2.11
Carrots	Baby Peeled	2 lb bag	117	2.50	1	2.59		
Cauliflower		each	25	3.33	230	3.22	113	2.58
Cauliflower		per pound	361	1.70	100	1.60	16	1.28
Celery		each	1	1.19	405	1.55	438	2.29
Celery	Hearts	each	230	2.49	7	2.00	187	2.16
Cilantro		per bunch	83	0.99	8	0.99		
Greens	Collard	per pound	213	1.99				
Lettuce, Iceberg		each	143	1.87	63	1.91	326	2.80
Lettuce, Other	Green Leaf	each	212	1.59	106	1.40	14	1.60
Lettuce, Other	Green Leaf	per pound	12	1.49				
Lettuce, Other	Red Leaf	each	212	1.59	106	1.40	14	1.60
Lettuce, Other	Red Leaf	per pound	12	1.49				
Lettuce, Romaine		each	22	1.50	75	1.52	14	1.60
Lettuce, Romaine	Hearts	3 count	1,022	3.12	517	3.05	1,162	3.28

Wtd Avg - Simple weighted average



		package						
Mushrooms	White	8 oz package	571	2.02	480	1.64	191	1.58
Onions Green		per bunch	1	0.69			1	0.59
Peppers, Bell Type	Green	per pound	30	1.96				
Peppers, Bell Type	Red	each	201	2.50	194	1.33		
Salad	Mixed Types	1 lb bag	1,169	5.07	1,067	5.35	63	5.18
Salad	Mixed Types	10 - 12 oz package	56	4.99	134	5.52	654	3.69
Salad	Mixed Types	5 - 9 oz package	2,997	3.14	1,591	3.18	1,623	3.23
Spinach	Flat, Baby Type	1 lb package	10	4.99	8	4.99		
Sweet Potatoes		per pound	166	1.09	215	1.27	73	1.18
Tomatoes		per pound	210	2.50	8	2.99		
Tomatoes	Vine Ripe - Heirloom Varieties	per pound	272	4.07	124	3.99	7	3.99
Tomatoes	Vine Ripes, On The Vine-Greenhouse	per pound	54	2.99	120	2.99	17	3.99
Tomatoes, Cherry		1 pint package	4	2.49	73	2.50	15	2.76
Tomatoes, Grape Type		1 pint package	990	3.11	267	2.50	415	2.53
Tomatoes, Grape Type		10 oz package	22	2.99	167	2.29		
Tomatoes, Plum Type	Roma	per pound	94	1.61	270	1.46	57	1.71

SEASONAL ITEMS

Commodity	Variety	Unit	THIS WEEK		LAST WEEK		LAST YEAR	
			Stores With Ads	Wtd Avg Price	Stores With Ads	Wtd Avg Price	Stores With Ads	Wtd Avg Price
Rose, Hybrid Tea		bunched 12s	75	9.51	328	10.06	582	18.74

REGIONAL DETAILS

Commodity Variety	Unit	NORTHEAST U.S.				SOUTHEAST U.S.				MIDWEST U.S.			
		Price Range	Stores with Ads	Wtd Avg Price	% Marked Local	Price Range	Stores with Ads	Wtd Avg Price	% Marked Local	Price Range	Stores with Ads	Wtd Avg Price	% Marked Local
FRUITS													
Apples Braeburn	per pound	0.99-1.79	317	1.47						0.98-1.59	293	1.16	
Apples Braeburn	3 lb bag									2.50	9	2.50	
Apples Fuji	per pound	1.29-1.79	250	1.62		1.49-1.50	295	1.50		1.28-1.59	170	1.30	
Apples Fuji	3 lb bag					3.49	22	3.49		2.50	9	2.50	

Wtd Avg - Simple weighted average



Commodity Variety	Unit	NORTHEAST U.S.				SOUTHEAST U.S.				MIDWEST U.S.			
		Price Range	Stores with Ads	Wtd Avg Price	% Marked Local	Price Range	Stores with Ads	Wtd Avg Price	% Marked Local	Price Range	Stores with Ads	Wtd Avg Price	% Marked Local
Apples Fuji	5 lb bag									3.99-4.99	136	4.62	
Apples Gala	per pound	0.99-1.79	396	1.51		1.29-1.50	329	1.48		1.18-1.59	117	1.36	
Apples Gala	3 lb bag	2.99	22	2.99		2.50-3.49	146	2.65		2.50-2.99	79	2.93	
Apples Gala	5 lb bag									4.99	85	4.99	
Apples Golden Delicious	per pound	0.99-1.79	1,228	1.51		1.29-1.69	121	1.54		1.29-1.99	156	1.37	
Apples Golden Delicious	3 lb bag	2.50-2.99	130	2.58		1.99-3.49	46	3.12		2.00-2.99	113	2.82	
Apples Golden Delicious	5 lb bag					4.99	27	4.99					
Apples Granny Smith	per pound	0.99-1.99	395	1.44		1.29-1.50	50	1.34		1.29-1.50	46	1.44	
Apples Granny Smith	3 lb bag					3.49	22	3.49					
Apples Granny Smith	5 lb bag	4.99	118	4.99									
Apples Pink Lady/Cripps Pink	per pound	1.49	56	1.49		1.89	59	1.89		1.29-1.49	15	1.41	
Apples Red Delicious	per pound	0.98-1.79	1,293	1.48		0.98-1.69	650	1.31		0.99-1.99	166	1.35	
Apples Red Delicious	3 lb bag	2.49-2.99	146	2.57		2.89-3.49	77	3.12		2.00-2.99	126	2.83	
Apples Red Delicious	5 lb bag	3.49-4.99	128	4.87		4.99	136	4.99		4.99	85	4.99	
Avocados Hass	each	0.50-2.00	3,134	1.10		0.50-2.00	3,055	1.05		0.29-2.00	2,569	1.03	
Bananas	per pound	0.49-0.69	418	0.50		0.50-0.59	52	0.53		0.33-0.49	48	0.42	
Blueberries	6 oz package	2.00-2.99	224	2.78		3.50	8	3.50		1.50-3.49	322	2.83	
Blueberries	1 pint package	2.00-4.99	1,737	3.37		1.99-3.99	3,322	2.66		2.50-3.50	645	2.57	
Blueberries	18 oz package									3.98	8	3.98	
Cantaloups	each	1.50-3.00	1,564	2.56		1.88-3.50	847	2.79		1.99-2.99	402	2.46	
Cherries Red Varieties	per pound	3.97	16	3.97		3.49	1,023	3.49					
Clementines	5 lb package	4.44-6.99	1,009	6.18		4.98-6.99	363	6.64		3.99-6.99	412	5.67	
Clementines	3 lb bag	3.99-4.99	314	4.69						2.99-4.99	616	3.67	
Fruit, Other Apple Pears	each									2.50	8	2.50	
Grapefruit Red	each	0.33-1.00	709	0.93		0.40-1.00	283	0.95		0.33	7	0.33	
Grapefruit Red	5 lb bag	2.99-3.99	622	3.20		2.69-2.99	138	2.99		2.50-3.99	362	3.79	
Grapes Red Globe	per pound	1.99	184	1.99		1.49-2.69	110	1.58					
Grapes Red Seedless	per pound	0.99-2.99	2,125	2.14		0.99-2.69	2,876	1.74		0.98-2.69	1,436	1.68	
Grapes White Seedless Type	per pound	0.99-2.99	2,040	2.10		1.29-2.99	1,595	1.83		0.98-2.89	824	1.88	
Honeydews	each	2.99-3.99	277	3.41		4.49	195	4.49		3.99	70	3.99	
Kiwifruit Hayward	each	0.25-0.50	222	0.34		0.30-0.34	109	0.33		0.33-0.50	308	0.49	
Lemons	each	0.33-0.75	885	0.53		0.25-0.69	308	0.57		0.33-0.66	619	0.49	
Limes	each	0.25-0.75	652	0.38		0.25-0.50	373	0.36		0.07-0.66	463	0.38	

Wtd Avg - Simple weighted average



Commodity Variety	Unit	NORTHEAST U.S.				SOUTHEAST U.S.				MIDWEST U.S.			
		Price Range	Stores with Ads	Wtd Avg Price	% Marked Local	Price Range	Stores with Ads	Wtd Avg Price	% Marked Local	Price Range	Stores with Ads	Wtd Avg Price	% Marked Local
Mangoes	each	0.78-1.66	943	1.24		0.98-1.50	377	1.23		1.00-1.50	108	1.06	
Misc Berries Blackberries	5.6 - 6 oz package	2.00-2.99	1,169	2.73		1.00-3.50	721	2.71		0.99-3.49	1,251	2.16	
Nectarines Various Yellow Flesh Varieties	per pound	1.28-2.99	1,602	2.37		1.89-2.99	2,477	2.37		1.88-2.69	590	2.24	
Oranges Navel	each	0.30-1.00	1,408	0.88		0.30-1.00	1,018	0.73		0.29-1.28	500	0.73	
Oranges Navel	per pound	0.88	17	0.88		1.29	124	1.29		0.77-1.48	45	1.18	
Oranges Navel	4 lb bag	2.50-3.99	1,050	3.12		2.50-3.50	319	2.88		1.98-3.49	528	2.44	
Oranges Navel	8 lb bag	4.88-6.99	450	5.60		4.98-6.99	52	5.55		3.99-5.99	262	4.83	
Peaches Various Yellow Flesh Varieties	per pound	1.28-2.99	967	2.29		1.89-2.99	2,352	2.36		1.50-2.69	434	2.36	
Pears Bartlett	per pound	1.29-1.59	60	1.55		1.69	18	1.69					
Pears Bosc	per pound	0.99-1.79	680	1.53		1.00-1.69	511	1.29		0.68-1.28	295	1.11	
Pears D'Anjou	per pound	1.29-1.99	720	1.60		0.99-1.69	821	1.22		0.68-1.39	408	1.09	
Pineapples	each	1.88-3.99	775	3.33		1.49-3.98	1,001	2.29		1.50-3.49	362	2.98	
Plums	per pound	1.48-2.99	1,220	2.39		1.99-2.99	1,442	2.29		1.97-2.49	207	2.47	
Persimmons	each	1.50	6	1.50		0.99	195	0.99					
Raspberries Red	6 oz package	2.50	68	2.50		3.50	8	3.50		2.50-3.49	450	2.70	
Strawberries	1 lb package	1.99-3.99	1,543	3.00		1.66-3.50	3,924	2.47		1.25-3.50	696	2.81	
Strawberries	2 lb package	5.00	112	5.00		5.00	58	5.00					
Tangerines	per pound									1.28-1.29	34	1.29	
Tangerines	5 lb package	4.99	232	4.99									
Tangerines	3 lb bag	1.99-3.49	30	2.44		1.99-2.99	250	2.53		1.99-3.99	117	2.35	
Watermelons Red Flesh Seedless Miniature	each	2.50-3.99	431	3.07		2.50-2.99	193	2.82		2.00-3.99	118	3.84	
Watermelons Red Flesh Seedless Type	per pound	0.99	56	0.99									
FRUITS - ORGANIC													
Apples Braeburn	per pound					1.29	45	1.29		1.18	176	1.18	
Apples Braeburn	3 lb bag									2.99	13	2.99	
Apples Fuji	per pound	1.99-2.49	245	2.35		1.99-2.49	197	2.48		1.79	6	1.79	
Apples Gala	per pound	1.69-2.49	572	2.01		1.99	2	1.99		1.79	207	1.79	
Apples Gala	3 lb bag					4.99	15	4.99					
Apples	per pound	1.99	235	1.99						1.18	176	1.18	

Wtd Avg - Simple weighted average



Commodity Variety	Unit	NORTHEAST U.S.				SOUTHEAST U.S.				MIDWEST U.S.			
		Price Range	Stores with Ads	Wtd Avg Price	% Marked Local	Price Range	Stores with Ads	Wtd Avg Price	% Marked Local	Price Range	Stores with Ads	Wtd Avg Price	% Marked Local
Golden Delicious													
Apples Granny Smith	per pound	1.69-2.49	180	2.46									
Apples Granny Smith	3 lb bag								2.99	13	2.99		
Apples Red Delicious	per pound	1.49-1.99	254	1.98		0.99-1.49	417	1.23		1.18-1.49	272	1.29	
Avocados Hass	each	1.50-2.00	75	1.55		1.25-2.00	387	1.65		1.25-2.00	43	1.56	
Bananas	per pound	0.69-0.89	240	0.70						0.66	12	0.66	
Blueberries	6 oz package	2.50-3.99	294	3.37						3.49-3.78	18	3.62	
Blueberries	1 pint package									3.00	17	3.00	
Cantaloups	each	2.99	22	2.99									
Grapefruit Red	5 lb bag	3.99	22	3.99									
Kiwifruit Hayward	each	0.40-0.50	11	0.44									
Limes	each									0.99	201	0.99	
Oranges Navel	each	0.79-1.39	208	1.02						1.29	201	1.29	
Oranges Navel	per pound	1.49	79	1.49						1.49	85	1.49	
Oranges Navel	4 lb bag	4.98	39	4.98						3.49-4.98	254	3.67	
Pears Bosc	per pound	1.99	25	1.99									
Pears D'Anjou	per pound	1.79-1.99	31	1.95		1.28-1.49	133	1.48		1.28	244	1.28	
Pineapples	each	3.99	22	3.99									
Strawberries	1 lb package	3.99	487	3.99		3.99	66	3.99		3.99	57	3.99	
ONIONS AND POTATOES													
Onions, Dry Red	per pound	0.89-1.29	347	0.98		0.89-1.49	1,466	0.98		0.79-0.99	77	0.87	
Onions, Dry White	per pound	0.89-0.99	146	0.92		0.89-1.00	1,271	0.90		0.59-0.99	168	0.93	
Onions, Dry Yellow	per pound	0.88-1.29	130	1.08		0.88-1.00	143	0.99		0.33-0.78	33	0.53	
Onions, Dry Yellow	3 lb bag	1.48-1.99	428	1.62		0.97-2.50	1,263	2.10		0.99-2.00	163	1.64	
Onions, Dry Yellow Marked Sweet	per pound	0.48-1.69	669	1.36		0.99-1.29	1,279	1.05		0.79-1.29	404	1.00	
Onions, Dry Yellow Marked Sweet	3 lb bag	2.99	487	2.99		2.99	66	2.99					
Potatoes Round Red	per pound	0.99	76	0.99									
Potatoes Round Red	5 lb bag	2.99-3.99	77	3.13		1.99-3.99	75	2.45		2.00-3.49	159	2.96	
Potatoes Round Red	10 lb bag	6.99	8	6.99									
Potatoes Round White	5 lb bag	1.50-2.99	389	2.43		2.99	13	2.99					
Potatoes Round White	10 lb bag									2.88	176	2.88	
Potatoes	per pound	0.79-1.29	613	0.98		0.68-1.99	528	0.91		0.39-0.69	219	0.61	

Wtd Avg - Simple weighted average



Commodity Variety	Unit	NORTHEAST U.S.				SOUTHEAST U.S.				MIDWEST U.S.			
		Price Range	Stores with Ads	Wtd Avg Price	% Marked Local	Price Range	Stores with Ads	Wtd Avg Price	% Marked Local	Price Range	Stores with Ads	Wtd Avg Price	% Marked Local
Russet													
Potatoes Russet	3 lb bag					2.50	70	2.50					
Potatoes Russet	5 lb bag	1.99-3.49	1,157	2.74		0.97-2.99	899	2.81		0.89-2.99	502	2.32	
Potatoes Russet	10 lb bag	2.99-3.99	265	3.85		2.99-4.29	178	3.86		2.98-3.99	135	3.13	
Potatoes Russet	8 lb bag					2.99-3.77	90	3.45		1.98-3.99	326	3.05	
Potatoes Russet-Greenhouse	5 lb bag	2.99	123	2.99									
Potatoes Yellow Type	3 lb bag									2.50	12	2.50	
Potatoes Yellow Type	5 lb bag	2.99-3.99	78	3.91		3.50-3.99	203	3.52		2.99-3.49	51	3.26	
ONIONS AND POTATOES - ORGANIC													
Onions, Dry Red	3 lb bag					2.99	15	2.99					
Onions, Dry Yellow	3 lb bag	2.00-3.99	219	3.35						2.00-2.98	186	2.05	
Potatoes Russet	per pound					1.79	195	1.79					
Potatoes Russet	5 lb bag	3.99-4.99	242	4.27		3.99	1,031	3.99		2.00-2.98	183	2.04	
VEGETABLES													
Asparagus Green	per pound	1.99-3.99	869	2.67		1.99-2.99	352	2.67		1.39-2.99	381	2.53	
Beans Round Green Type	per pound					1.50	15	1.50		0.70-1.39	16	1.00	
Broccoli	per pound	1.69	113	1.69						0.70-0.99	159	0.89	
Broccoli	per bunch	0.99-2.00	646	1.70		1.50-2.50	2,214	2.28		1.19-2.00	369	1.77	
Broccoli Crown Cut	per pound	0.98-1.99	1,078	1.61		0.98-1.99	645	1.63		0.59-1.79	302	1.42	
Cabbage Round Green Type	per pound	0.49-0.69	149	0.60		0.33-0.49	361	0.48		0.29-0.49	120	0.46	
Carrots	1 lb bag	0.79	12	0.79		1.29	5	1.29		0.69	94	0.69	
Carrots Baby Peeled	1 lb bag	0.99-1.99	1,449	1.41		0.99-2.50	2,141	1.40		0.69-1.69	650	1.20	
Carrots Baby Peeled	2 lb bag	1.99-3.49	1,339	2.72		1.77-2.50	605	2.37		1.50-2.99	861	2.26	
Cauliflower	each	1.50-3.00	573	2.54		1.50-3.29	1,656	2.49		1.26-2.69	272	2.09	
Cauliflower	per pound									0.59-2.99	499	1.23	
Celery	each	0.99-2.00	903	1.34		0.99-1.69	1,939	1.16		0.69-2.00	528	1.25	
Celery Hearts	each									1.50-2.00	27	1.72	
Cilantro	per bunch	0.49-0.99	321	0.82		0.67-1.59	264	1.38		0.25-0.77	455	0.58	
Corn-Sweet	each					0.67	2	0.67					
Cucumbers	each	0.33-1.00	315	0.86		0.49-0.89	309	0.70		0.33-0.67	397	0.54	
Cucumbers	each	0.99-2.50	374	1.92		0.99-2.00	1,446	1.08		1.00-1.50	42	1.15	

Wtd Avg - Simple weighted average



Commodity Variety	Unit	NORTHEAST U.S.				SOUTHEAST U.S.				MIDWEST U.S.			
		Price Range	Stores with Ads	Wtd Avg Price	% Marked Local	Price Range	Stores with Ads	Wtd Avg Price	% Marked Local	Price Range	Stores with Ads	Wtd Avg Price	% Marked Local
Long Seedless-Greenhouse													
Greens Collard	per pound	0.79-0.99	294	0.95		0.99-2.49	122	1.01					
Greens Kale	per pound	0.99	232	0.99		2.49	2	2.49					
Greens Mustard	per pound	0.99	232	0.99		2.49	2	2.49					
Lettuce, Iceberg	each	0.98-1.50	486	1.04		0.98-1.50	433	1.22		0.58-0.99	64	0.79	
Lettuce, Other Green Leaf	each	1.68	6	1.68		1.68-1.89	199	1.89					
Lettuce, Other Green Leaf	per pound					1.49	22	1.49					
Lettuce, Other Red Leaf	each	1.68	6	1.68		1.68-1.89	199	1.89					
Lettuce, Other Red Leaf	per pound					1.49	22	1.49					
Lettuce, Romaine	each	1.49-1.69	67	1.52		1.68-1.89	199	1.89		0.79-0.99	15	0.88	
Lettuce, Romaine	per pound	0.99-1.49	55	1.25		1.49	22	1.49		1.29	94	1.29	
Lettuce, Romaine Hearts	3 count package	2.50-3.49	279	2.85						1.99	17	1.99	
Mushrooms White	8 oz package	0.98-2.00	1,209	1.54		1.49-1.99	886	1.67		0.99-2.00	473	1.57	
Onions Green	per bunch	0.49-1.29	19	0.83		0.50	6	0.50		0.40-0.89	459	0.69	
Peppers, Bell Type Green	per pound	0.79-1.99	367	1.44		0.98	4	0.98		0.49-1.29	139	1.14	
Peppers, Bell Type Green	each	1.00	165	1.00		0.89-1.00	146	0.98		0.50-0.67	40	0.57	
Peppers, Bell Type Red	per pound	0.98-2.99	832	2.41		0.98-1.99	63	1.93		0.99-2.99	194	1.69	
Peppers, Bell Type Red	each					1.00-1.50	319	1.19		1.00-1.50	205	1.22	
Peppers, Bell Type Red-Greenhouse	per pound	3.49	4	3.49									
Radishes	per bunch									0.75-0.99	22	0.88	
Salad Mixed Types	1 lb bag									2.50	29	2.50	
Salad Mixed Types	10 - 12 oz package	1.50-3.00	1,109	2.64		2.00-3.00	423	2.77		0.98-3.99	1,130	2.00	
Salad Mixed Types	5 - 9 oz package	2.50-3.00	947	2.83		1.99-3.00	336	2.90		0.89-3.00	806	1.68	
Squash Yellow Crookneck/Straightneck	per pound	0.99-1.99	174	1.95						0.99	7	0.99	
Squash Zucchini	per pound	0.99-1.99	174	1.95						0.99	7	0.99	
Sweet Potatoes	per pound	0.39-0.99	786	0.92		0.77-0.79	66	0.77		0.79	155	0.79	
Tomatoes	per pound	0.99-1.48	60	1.10		0.99-1.99	319	1.29		0.38-1.49	214	1.17	
Tomatoes Vine Ripes	per pound	0.98-2.99	456	2.13		0.95-1.69	131	1.00		0.98	18	0.98	
Tomatoes Vine Ripes-Greenhouse	per pound	1.49-1.99	204	1.67		2.49	195	2.49		1.18-1.49	126	1.33	
Tomatoes Vine Ripes, On The Vine-Greenhouse	per pound	1.47-2.49	649	2.35		1.99-2.50	507	2.17		1.48-2.50	68	2.23	
Tomatoes, Cherry	1 pint package	1.50-2.50	17	1.81		1.50	4	1.50					

Wtd Avg - Simple weighted average



Commodity Variety	Unit	NORTHEAST U.S.				SOUTHEAST U.S.				MIDWEST U.S.			
		Price Range	Stores with Ads	Wtd Avg Price	% Marked Local	Price Range	Stores with Ads	Wtd Avg Price	% Marked Local	Price Range	Stores with Ads	Wtd Avg Price	% Marked Local
Tomatoes, Grape Type	1 pint package	1.50-2.99	1,412	2.19		1.49-3.50	891	2.63		0.69-2.50	478	1.98	
Tomatoes, Grape Type	10 oz package									1.50-2.50	149	2.14	
Tomatoes, Plum Type Roma	per pound	0.69-1.49	365	0.93		0.79-1.50	1,041	1.40		0.38-1.49	1,324	1.04	
VEGETABLES - ORGANIC													
Broccoli	per pound	2.49	17	2.49						1.49	85	1.49	
Broccoli	per bunch									1.99	12	1.99	
Broccoli Crown Cut	per pound	1.99	22	1.99									
Cabbage Round Green Type	per pound	1.49	17	1.49									
Carrots	1 lb bag	0.89-1.19	182	0.94									
Carrots	2 lb bag									1.50-2.00	52	1.75	
Carrots Baby Peeled	1 lb bag	1.50-2.49	287	2.26		1.79-1.89	304	1.85		1.50-2.00	271	1.96	
Cauliflower	each	3.49	17	3.49						2.98	8	2.98	
Celery Hearts	each									2.50	12	2.50	
Greens Collard	per pound	1.99	213	1.99									
Lettuce, Iceberg	each	1.99	95	1.99		1.99	8	1.99		1.99	10	1.99	
Lettuce, Other Green Leaf	per pound									1.49	12	1.49	
Lettuce, Other Red Leaf	per pound									1.49	12	1.49	
Lettuce, Romaine Hearts	3 count package	2.99-3.99	716	3.22		2.99	66	2.99		2.98-3.00	55	2.99	
Mushrooms White	8 oz package	2.00-2.59	505	2.02		2.00	66	2.00					
Peppers, Bell Type Green	per pound	1.99	22	1.99									
Peppers, Bell Type Red	each									2.50	201	2.50	
Salad Mixed Types	1 lb bag	4.99-5.99	406	5.42						3.99-5.99	448	4.76	
Salad Mixed Types	10 - 12 oz package	4.99	56	4.99									
Salad Mixed Types	5 - 9 oz package	2.99-3.99	987	3.50		2.88-3.50	619	3.15		2.50-3.49	596	2.83	
Sweet Potatoes	per pound	1.69-1.79	24	1.72									
Tomatoes	per pound					2.48	202	2.48					
Tomatoes Vine Ripes, On The Vine-Greenhouse	per pound					2.99	54	2.99					
Tomatoes, Grape Type	1 pint package	1.79-3.99	698	3.02									
SEASONAL ITEMS													
Rose, Hybrid Tea	bunched 12s	6.99-8.88	46	8.67		8.88	22	8.88		16.99	7	16.99	

Wtd Avg - Simple weighted average



Commodity Variety	Unit	SOUTH CENTRAL U.S.				SOUTHWEST U.S.				NORTHWEST U.S.			
		Price Range	Stores with Ads	Wtd Avg Price	% Marked Local	Price Range	Stores with Ads	Wtd Avg Price	% Marked Local	Price Range	Stores with Ads	Wtd Avg Price	% Marked Local
FRUITS													
Apples Braeburn	per pound	0.99-1.00	52	0.99		0.69-1.29	71	0.88		0.69-1.79	541	1.43	2
Apples Fuji	per pound	0.87-1.49	386	1.25		0.49-1.49	554	1.21		0.58-1.29	173	1.10	7
Apples Fuji	3 lb bag					1.79	14	1.79					
Apples Fuji	5 lb bag					3.99	128	3.99					
Apples Gala	per pound	0.99-1.50	223	1.43		0.88-1.49	412	1.42		1.79	182	1.79	
Apples Gala	5 lb bag					3.99	128	3.99					
Apples Golden Delicious	per pound	1.29-1.50	79	1.48		1.29-1.49	304	1.48					
Apples Golden Delicious	3 lb bag	2.99	7	2.99									
Apples Granny Smith	per pound	1.29-1.50	79	1.48		0.99-1.49	312	1.46		1.29-1.79	298	1.60	
Apples Granny Smith	3 lb bag					3.99	32	3.99					
Apples Granny Smith	5 lb bag					3.99	128	3.99					
Apples Pink Lady/Cripps Pink	per pound	0.99-1.29	55	1.06									
Apples Red Delicious	per pound	1.19-1.50	107	1.46		1.29-1.49	304	1.48					
Apples Red Delicious	3 lb bag	2.99	102	2.99									
Apples Red Delicious	5 lb bag	1.98	283	1.98		3.99	128	3.99					
Avocados Hass	each	0.17-1.50	2,187	0.84		0.17-1.50	1,989	0.59		0.28-1.59	986	0.75	
Bananas	per pound	0.39-0.49	113	0.45		0.57	119	0.57		0.58	17	0.58	
Blueberries	6 oz package	2.50-3.00	451	2.97		1.00-3.00	832	2.33		2.50-3.00	232	2.92	
Blueberries	1 pint package	2.50-3.99	379	3.60		1.77-2.99	85	2.43					
Blueberries	18 oz package	4.69-4.99	47	4.89		2.99-4.99	294	3.11		4.99	29	4.99	
Cantaloups	each	2.50-2.99	70	2.58						2.99	15	2.99	
Cantaloups	per pound	0.49-0.79	159	0.54		0.50-0.79	117	0.72		0.49-0.99	350	0.92	
Clementines	5 lb package					4.99-5.00	275	5.00		5.88-6.99	207	6.96	
Clementines	3 lb bag	3.48-4.89	161	3.91		3.48-4.99	20	4.24		2.99	7	2.99	
Fruit, Other Apple Pears	each	2.50	15	2.50									
Grapefruit Red	each	0.38-2.99	95	1.16		0.33-0.79	72	0.49					
Grapefruit Red	5 lb bag	2.50-2.99	184	2.93									
Grapes	per pound					2.49	237	2.49					

Wtd Avg - Simple weighted average



Commodity Variety	Unit	SOUTH CENTRAL U.S.				SOUTHWEST U.S.				NORTHWEST U.S.			
		Price Range	Stores with Ads	Wtd Avg Price	% Marked Local	Price Range	Stores with Ads	Wtd Avg Price	% Marked Local	Price Range	Stores with Ads	Wtd Avg Price	% Marked Local
Red Globe													
Grapes Red Seedless	per pound	0.88-2.50	975	1.95		0.99-2.69	1,701	2.05		1.29-2.99	732	2.39	
Grapes White Seedless Type	per pound	1.49-2.99	482	2.27		1.48-2.69	1,276	2.01		1.29-2.99	705	2.42	
Kiwifruit Hayward	each	0.33-0.34	120	0.34		0.13-0.20	102	0.14		0.25-0.50	18	0.33	
Lemons	each	0.13-0.50	302	0.26		0.20-0.69	226	0.28		0.20-0.50	72	0.35	
Limes	each	0.13-0.33	418	0.25		0.20-0.25	337	0.21		0.33	15	0.33	
Mangoes	each	0.50-1.00	74	0.98		0.98-1.50	184	1.01		1.50	202	1.50	
Misc Berries Blackberries	5.6 - 6 oz package	0.99-3.00	796	2.19		2.00-3.00	597	2.97		2.99-3.00	196	3.00	
Nectarines Various Yellow Flesh Varieties	per pound	1.89-2.99	136	2.16		1.48-2.69	809	2.17		1.99-2.49	231	2.43	
Oranges Navel	each	0.13-0.19	241	0.17						0.19	1	0.19	
Oranges Navel	per pound	0.49-1.00	192	0.79		0.14-1.00	564	0.52		0.49-0.99	291	0.87	
Oranges Navel	4 lb bag	1.98-3.50	437	2.31						2.50	116	2.50	
Oranges Navel	8 lb bag	5.99	71	5.99									
Oranges Valencia	per pound					0.99	8	0.99					
Oranges Valencia	4 lb bag					2.99	32	2.99					
Peaches Various White Flesh Varieties	per pound					2.69	8	2.69					
Peaches Various Yellow Flesh Varieties	per pound	1.89-2.99	136	2.16		1.99-2.69	781	2.34		1.99-2.49	231	2.43	
Pears Bartlett	per pound	0.99	30	0.99		0.99	213	0.99					
Pears Bosc	per pound	0.77-1.28	782	0.93		0.33-1.29	932	1.02		0.78-1.49	412	1.03	
Pears D'Anjou	per pound	0.89-1.28	410	1.04		0.77-1.29	773	1.04		0.78-1.49	419	1.02	
Pineapples	each	1.50-2.99	315	2.55		2.50-2.98	51	2.68		1.98-3.99	580	3.31	
Plums	per pound	1.99-2.99	76	2.29		1.99-2.99	230	2.02		2.49	202	2.49	
Raspberries Red	6 oz package	2.50-3.50	383	3.02		2.50-3.99	272	3.67					
Strawberries	1 lb package	2.00-3.50	727	2.74		1.99-3.50	429	3.11		2.49	17	2.49	
Strawberries	2 lb package									5.00	298	5.00	
Tangerines	per pound	1.00	22	1.00		0.50-1.00	258	0.90		1.99	15	1.99	
Tangerines	3 lb bag	2.99	109	2.99		4.99	8	4.99					
Watermelons Red Flesh Seedless Miniature	each	3.49	32	3.49						3.00	118	3.00	
Watermelons Red Flesh Seedless Type	each									2.99	29	2.99	

FRUITS - ORGANIC



Commodity Variety	Unit	SOUTH CENTRAL U.S.				SOUTHWEST U.S.				NORTHWEST U.S.			
		Price Range	Stores with Ads	Wtd Avg Price	% Marked Local	Price Range	Stores with Ads	Wtd Avg Price	% Marked Local	Price Range	Stores with Ads	Wtd Avg Price	% Marked Local
Apples Braeburn	per pound	0.99	30	0.99		0.99-1.49	182	1.27		1.28-1.29	132	1.28	
Apples Braeburn	3 lb bag	2.99	95	2.99									
Apples Fuji	per pound	1.69-1.99	47	1.89		1.69-2.49	245	1.72		1.48-1.79	203	1.76	
Apples Gala	per pound	1.29-1.99	184	1.68		0.99-2.49	256	1.68					
Apples Golden Delicious	per pound	1.50	22	1.50		1.49	8	1.49					
Apples Granny Smith	per pound	1.50	22	1.50									
Apples Granny Smith	3 lb bag	2.99-3.99	125	3.23									
Apples Pink Lady/Cripps Pink	per pound					2.49	8	2.49					
Apples Red Delicious	per pound	1.50-1.69	144	1.66		1.49	8	1.49					
Avocados Hass	each	0.50-1.25	102	0.98		0.88-2.00	149	1.08		0.98-2.00	65	1.22	
Blueberries	6 oz package	2.50-3.00	219	2.70		2.00-2.99	314	2.87		2.50-2.99	93	2.98	
Blueberries	1 pint package	3.99	12	3.99		2.99-3.50	100	3.04		3.98-4.99	21	4.36	
Grapefruit Red	each					0.69-0.99	31	0.86		0.99	29	0.99	
Grapefruit Red	per pound									1.99	8	1.99	
Kiwifruit Hayward	each					0.58	16	0.58		0.50	28	0.50	
Lemons	per pound									1.99	7	1.99	
Mangoes	each					2.50	8	2.50					
Misc Berries Blackberries	5.6 - 6 oz package	2.50	35	2.50						2.99	80	2.99	
Oranges Navel	per pound					1.18-1.29	24	1.22		0.98-0.99	139	0.99	
Oranges Navel	4 lb bag					2.50-3.49	50	2.70					
Oranges Valencia	4 lb bag	2.99	30	2.99									
Pears Bosc	per pound	2.99	22	2.99		1.69	296	1.69		1.49	196	1.49	
Pears D'Anjou	per pound	0.99	30	0.99		1.69	296	1.69		1.49	196	1.49	
Tangerines	per pound					1.99	8	1.99					

ONIONS AND POTATOES

Onions, Dry Red	per pound	0.49-0.69	86	0.62		0.33-0.59	186	0.42		0.59	41	0.59	29
Onions, Dry White	per pound	0.49-0.99	148	0.79		0.20-0.79	386	0.61					
Onions, Dry Yellow	per pound	0.25-0.67	224	0.38		0.16-0.99	609	0.54		0.25-0.50	67	0.40	24
Onions, Dry Yellow	3 lb bag	0.99-2.50	572	1.98		1.25-2.00	59	1.79		0.98-1.00	25	0.99	68
Onions, Dry Yellow Marked Sweet	per pound	0.69-1.25	260	1.08		0.99-1.00	287	0.99		0.79-0.99	230	0.97	
Potatoes Round Red	per pound					0.49-0.99	346	0.51		0.68	21	0.68	
Potatoes	3 lb bag	2.99	32	2.99									

Wtd Avg - Simple weighted average



Commodity Variety	Unit	SOUTH CENTRAL U.S.				SOUTHWEST U.S.				NORTHWEST U.S.			
		Price Range	Stores with Ads	Wtd Avg Price	% Marked Local	Price Range	Stores with Ads	Wtd Avg Price	% Marked Local	Price Range	Stores with Ads	Wtd Avg Price	% Marked Local
Round Red													
Potatoes Round Red	5 lb bag	2.99	12	2.99									
Potatoes Round White	per pound					0.49-0.50	87	0.49					
Potatoes Russet	per pound	0.49-0.69	86	0.51		0.44-0.79	493	0.67		0.39-0.69	78	0.47	44
Potatoes Russet	3 lb bag					1.00	15	1.00					
Potatoes Russet	5 lb bag	1.99-2.99	413	2.34		1.48-2.99	442	2.28		1.38-1.99	43	1.88	
Potatoes Russet	10 lb bag	2.50-3.49	212	3.30		1.99-2.99	43	2.22		2.99	202	2.99	
Potatoes Russet	8 lb bag	1.97-3.49	21	2.40									
Potatoes Yellow Type	per pound					0.59-0.99	18	0.77		0.68	21	0.68	
Potatoes Yellow Type	3 lb bag	0.88-0.99	33	0.96									
Potatoes Yellow Type	5 lb bag	2.99	12	2.99		2.50	18	2.50		2.50	29	2.50	
ONIONS AND POTATOES - ORGANIC													
Onions, Dry Red	per pound	0.99	22	0.99		0.89	8	0.89					
Onions, Dry Yellow	per pound	0.99	22	0.99									
Onions, Dry Yellow	3 lb bag	1.99	30	1.99									
Potatoes Round Red	3 lb bag									3.49	116	3.49	
Potatoes Russet	per pound	0.99	22	0.99						0.98	21	0.98	
Potatoes Russet	5 lb bag	2.99	30	2.99									
Potatoes Yellow Type	3 lb bag									3.49	116	3.49	
VEGETABLES													
Artichokes	each					1.25-2.00	186	1.94	4				
Asparagus Green	per pound	1.47-2.99	371	1.72		1.49-2.99	733	1.98		1.99-2.99	353	2.15	
Beans Round Green Type	per pound	0.88	8	0.88						1.49	34	1.49	
Broccoli	per pound	1.00-1.29	46	1.15		0.99-1.69	235	1.28		0.88-1.49	224	1.28	
Broccoli	per bunch	0.98-2.50	187	1.66		0.98-1.00	29	0.99	28				
Broccoli Crown Cut	per pound	0.99-1.49	968	1.25		0.50-1.69	657	1.22		0.77-1.28	100	0.93	
Cabbage Round Green Type	per pound	0.29-0.39	46	0.32		0.19-0.50	156	0.26					
Carrots	per pound					0.33	68	0.33					
Carrots	1 lb bag	0.44-0.59	26	0.54		0.33-0.50	33	0.36		1.00	29	1.00	
Carrots	2 lb bag					0.79	25	0.79		1.18	8	1.18	
Carrots Baby Peeled	1 lb bag	0.78-1.50	726	1.25		0.69-1.50	454	1.20		0.98-1.49	29	1.18	

Wtd Avg - Simple weighted average



Commodity Variety	Unit	SOUTH CENTRAL U.S.				SOUTHWEST U.S.				NORTHWEST U.S.			
		Price Range	Stores with Ads	Wtd Avg Price	% Marked Local	Price Range	Stores with Ads	Wtd Avg Price	% Marked Local	Price Range	Stores with Ads	Wtd Avg Price	% Marked Local
Carrots Baby Peeled	2 lb bag	1.68-2.50	377	2.32		1.89	10	1.89		1.98-2.69	260	2.60	
Cauliflower	each	0.98-2.00	347	1.73		1.00-2.00	166	1.90	5	1.50	7	1.50	
Cauliflower	per pound	0.99-1.29	210	1.02		0.50-1.29	418	1.03		0.77-1.49	66	0.99	
Celery	each	0.99	114	0.99		0.99	32	0.99		0.88	8	0.88	
Celery Hearts	each	2.00	232	2.00									
Cilantro	per bunch	0.25-0.67	446	0.53		0.20-0.50	502	0.42		0.50-0.68	50	0.61	
Corn-Sweet	each	0.66	32	0.66		0.33	33	0.33					
Cucumbers	each	0.49-0.67	344	0.62		0.20-0.88	829	0.58		0.50	30	0.50	
Cucumbers Long Seedless-Greenhouse	each	0.49-1.50	198	1.16		1.00-1.99	35	1.23		1.25-1.98	139	1.36	
Lettuce, Iceberg	each	0.69-0.88	62	0.72		0.49-1.49	104	0.80	13	0.78	8	0.78	
Lettuce, Other Boston	each					1.49	8	1.49					
Lettuce, Other Green Leaf	each	1.00	22	1.00		0.99-1.49	81	1.23					
Lettuce, Other Red Leaf	each	1.00	22	1.00		0.99-1.49	89	1.25					
Lettuce, Romaine	each					0.99	11	0.99					
Lettuce, Romaine	3 count package					1.29	19	1.29					
Lettuce, Romaine Hearts	3 count package	2.00-2.99	71	2.68		1.99-2.50	51	2.07		2.50	7	2.50	
Mushrooms Portobella	8 oz package	2.00	23	2.00									
Mushrooms White	8 oz package	1.50-2.00	531	1.74		0.99-2.50	291	1.88		1.50-2.00	105	1.79	
Onions Green	per bunch	0.25-0.67	437	0.58		0.33-0.50	566	0.42		0.44-0.59	135	0.50	
Peppers, Bell Type Green	per pound					0.40-0.99	20	0.64					
Peppers, Bell Type Green	each	0.33-0.50	56	0.38		0.25-0.88	481	0.61		0.50	51	0.50	
Peppers, Bell Type Red	per pound					0.99-1.99	142	1.92					
Peppers, Bell Type Red	each	0.33-1.50	925	1.18		0.34-1.25	450	0.86		0.68-1.25	275	1.11	
Peppers, Bell Type Red-Greenhouse	each	1.29	32	1.29									
Radishes	per bunch	0.33-0.50	167	0.50		0.20-0.50	617	0.40		0.44-0.59	135	0.50	
Salad Mixed Types	1 lb bag	1.29-1.50	38	1.42		1.50-2.99	40	2.77					
Salad Mixed Types	10 - 12 oz package	1.50-2.89	119	2.17		0.99-2.50	465	1.89		0.99-3.00	250	1.95	
Salad Mixed Types	5 - 9 oz package	1.50-2.99	106	2.23		0.99-2.50	338	2.18		1.98-3.00	232	2.19	
Spinach Flat, Baby Type	10 oz package					1.49	34	1.49					
Spinach Flat, Baby Type	9 oz package	2.00-2.50	245	2.41									
Squash Zucchini	per pound									1.68	8	1.68	
Sweet Potatoes	per pound	0.79-0.99	239	0.97		0.88	11	0.88					
Tomatoes	per pound	0.34-0.99	47	0.79		0.25-1.50	167	0.79		0.68-0.89	45	0.76	

Wtd Avg - Simple weighted average



Commodity Variety	Unit	SOUTH CENTRAL U.S.				SOUTHWEST U.S.				NORTHWEST U.S.			
		Price Range	Stores with Ads	Wtd Avg Price	% Marked Local	Price Range	Stores with Ads	Wtd Avg Price	% Marked Local	Price Range	Stores with Ads	Wtd Avg Price	% Marked Local
Tomatoes Vine Ripe - Heirloom Varieties	per pound									3.99	15	3.99	
Tomatoes Vine Ripes	per pound					1.99	296	1.99					
Tomatoes Vine Ripes-Greenhouse	per pound	0.50-1.49	180	1.23		0.89-0.99	162	0.90		0.99-1.28	35	1.05	
Tomatoes Vine Ripes, On The Vine-Greenhouse	per pound	2.50-2.69	183	2.62		1.49-2.49	379	1.83	2	1.99-2.99	231	2.86	
Tomatoes, Cherry	1 pint package	2.00-2.99	69	2.79		2.00	11	2.00					
Tomatoes, Grape Type	1 pint package	1.25-2.50	97	2.37		0.50-2.50	123	1.40		1.25-1.50	41	1.42	
Tomatoes, Grape Type	10 oz package	0.97-2.00	173	1.54									
Tomatoes, Plum Type Roma	per pound	0.33-1.49	872	0.98		0.25-1.69	1,295	0.91		0.37-1.49	405	1.25	
VEGETABLES - ORGANIC													
Broccoli	per pound	1.50-1.69	52	1.61		1.79	296	1.79		0.99-1.59	8	1.07	
Broccoli	per bunch					1.69	8	1.69	100				
Broccoli Baby Hybrid Type	per bunch									2.00	13	2.00	
Carrots	per bunch					1.59-2.50	52	2.19		1.59	29	1.59	
Carrots Baby Peeled	1 lb bag	1.50-2.00	50	1.61		1.29-1.69	437	1.45	3	1.49-1.79	99	1.53	
Carrots Baby Peeled	2 lb bag					2.50	116	2.50		2.69	1	2.69	
Cauliflower	per pound	0.99-1.50	52	1.21		1.79	296	1.79		1.49	13	1.49	
Celery	each									1.19	1	1.19	
Celery Hearts	each	1.99-2.50	218	2.49									
Cilantro	per bunch					0.99	83	0.99					
Lettuce, Iceberg	each	1.50	22	1.50		1.19	8	1.19					
Lettuce, Other Green Leaf	each	0.99	30	0.99						1.69	182	1.69	
Lettuce, Other Red Leaf	each	0.99	30	0.99						1.69	182	1.69	
Lettuce, Romaine	each	1.50	22	1.50									
Lettuce, Romaine Hearts	3 count package	1.99-3.00	152	2.80		2.98	16	2.98		2.50-2.99	17	2.67	
Onions Green	per bunch									0.69	1	0.69	
Peppers, Bell Type Green	per pound					1.89	8	1.89					
Salad Mixed Types	1 lb bag					4.99	286	4.99		5.98-5.99	29	5.98	
Salad Mixed Types	5 - 9 oz package	2.50-3.69	442	2.96		1.99-2.99	249	2.81		2.50-2.99	104	2.90	
Spinach Flat, Baby Type	1 lb package					4.99	10	4.99					
Sweet Potatoes	per pound	0.88-0.99	134	0.97		1.19	8	1.19					

Wtd Avg - Simple weighted average



Commodity Variety	Unit	SOUTH CENTRAL U.S.				SOUTHWEST U.S.				NORTHWEST U.S.			
		Price Range	Stores with Ads	Wtd Avg Price	% Marked Local	Price Range	Stores with Ads	Wtd Avg Price	% Marked Local	Price Range	Stores with Ads	Wtd Avg Price	% Marked Local
Tomatoes	per pound					2.99	8	2.99					
Tomatoes Vine Ripe - Heirloom Varieties	per pound					3.99	245	3.99		3.99-4.98	27	4.76	
Tomatoes, Cherry	1 pint package					2.49	4	2.49					
Tomatoes, Grape Type	1 pint package	2.50	30	2.50		2.50-3.50	261	3.41		2.29	1	2.29	
Tomatoes, Grape Type	10 oz package	2.99	22	2.99									
Tomatoes, Plum Type Roma	per pound					1.69	75	1.69		1.28-1.29	19	1.29	

REGIONAL DEFINITIONS

As used in this report, regions include the following states:

- NORTHEAST U.S. Connecticut, Delaware, Massachusetts, Maryland, Maine, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island and Vermont
- SOUTHEAST U.S. Alabama, Florida, Georgia, Mississippi, North Carolina, South Carolina, Tennessee, Virginia and West Virginia
- MIDWEST U.S. Iowa, Illinois, Indiana, Kentucky, Michigan, Minnesota, North Dakota, Nebraska, Ohio, South Dakota and Wisconsin
- SOUTH CENTRAL U.S. Arkansas, Colorado, Kansas, Louisiana, Missouri, New Mexico, Oklahoma, and Texas
- SOUTHWEST U.S. Arizona, California, Nevada and Utah
- NORTHWEST U.S. Idaho, Montana, Oregon, Washington, and Wyoming