



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 III – Number 27

Issued Weekly

Friday, July 3, 2009

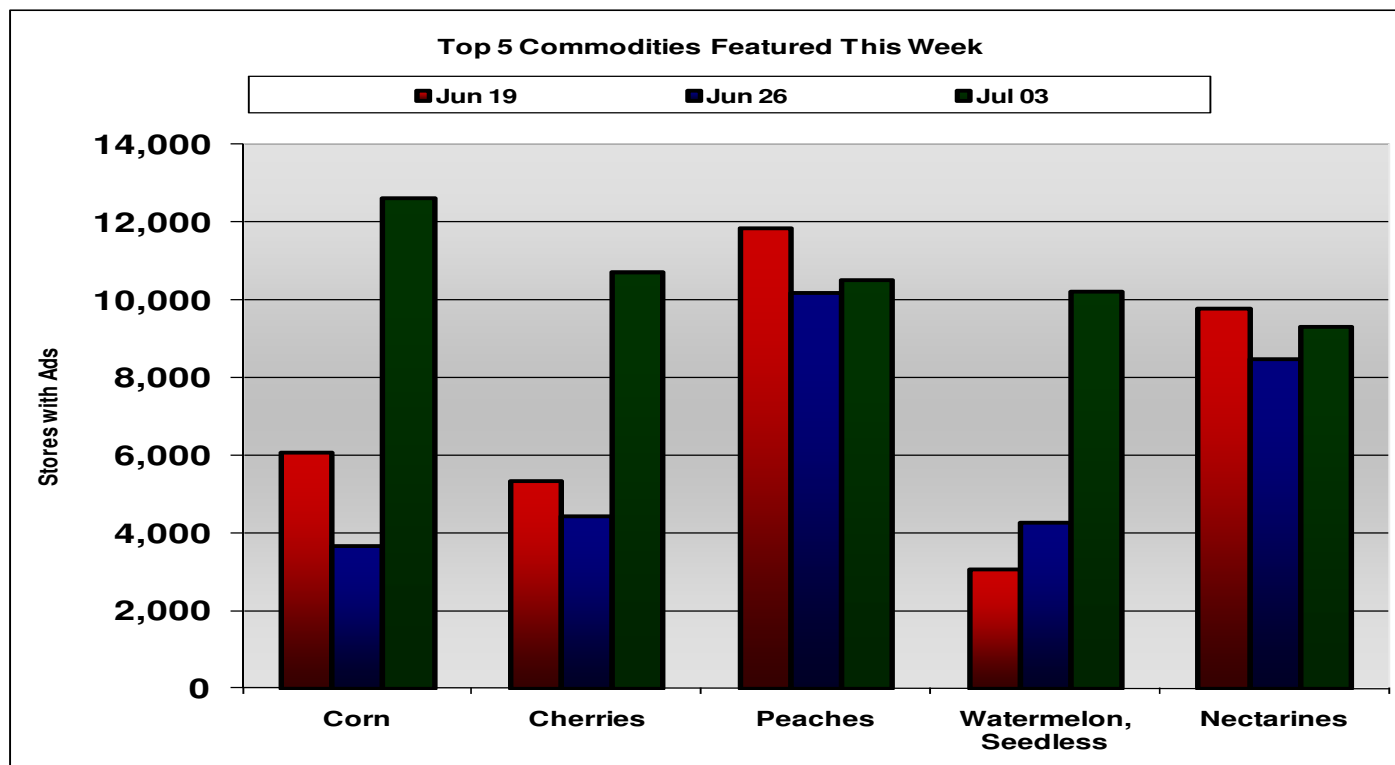
Advertised Prices for Fruits & Vegetables at Major Retail Supermarket Outlets 6/27 to 7/9^{1, 2}

Fire up the Grill for the 4th of July!

Retail ads this week all centered on the 4th of July holiday. Many highlighted fresh produce as well as hot dogs, hamburgers and steaks for barbequing. Sweet corn for 4th of July picnics was the number one produce item on ad for the week, after not even being in the top 5 last week.

Despite corn being in the number one spot, fruits represented 66 % of the produce ads. Northwest cherries and seedless watermelons made a big splash on the fruit side, joining the peaches and nectarines.

Corn represented 23% of the vegetable ads. This was followed by on-the-vine tomatoes and sweet onions.



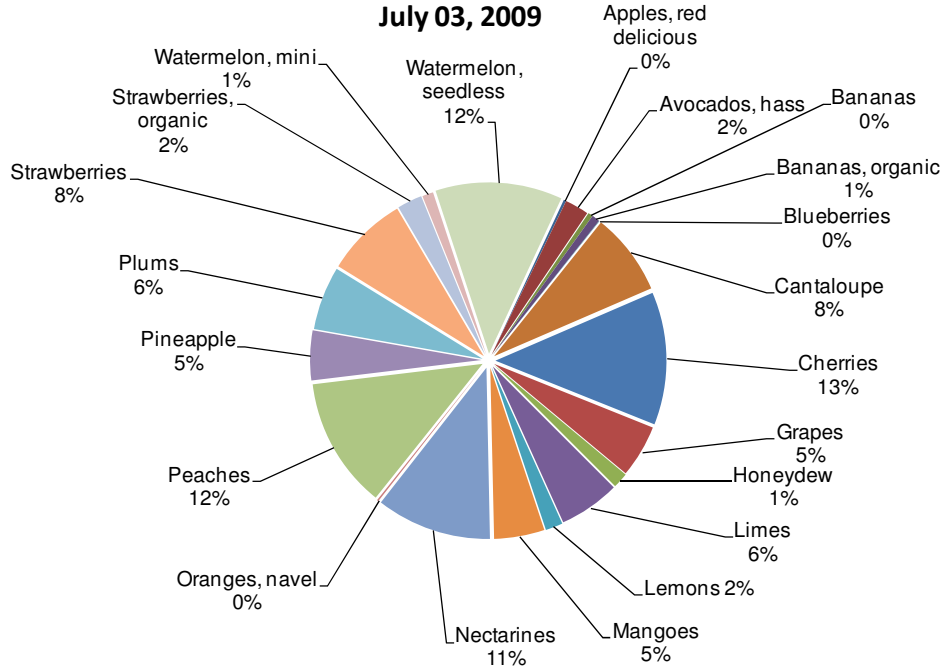
1 - Fruit and Vegetable Market News surveys more than 200 retailers, comprising roughly 17,000 individual stores, with online weekly advertised features.

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.



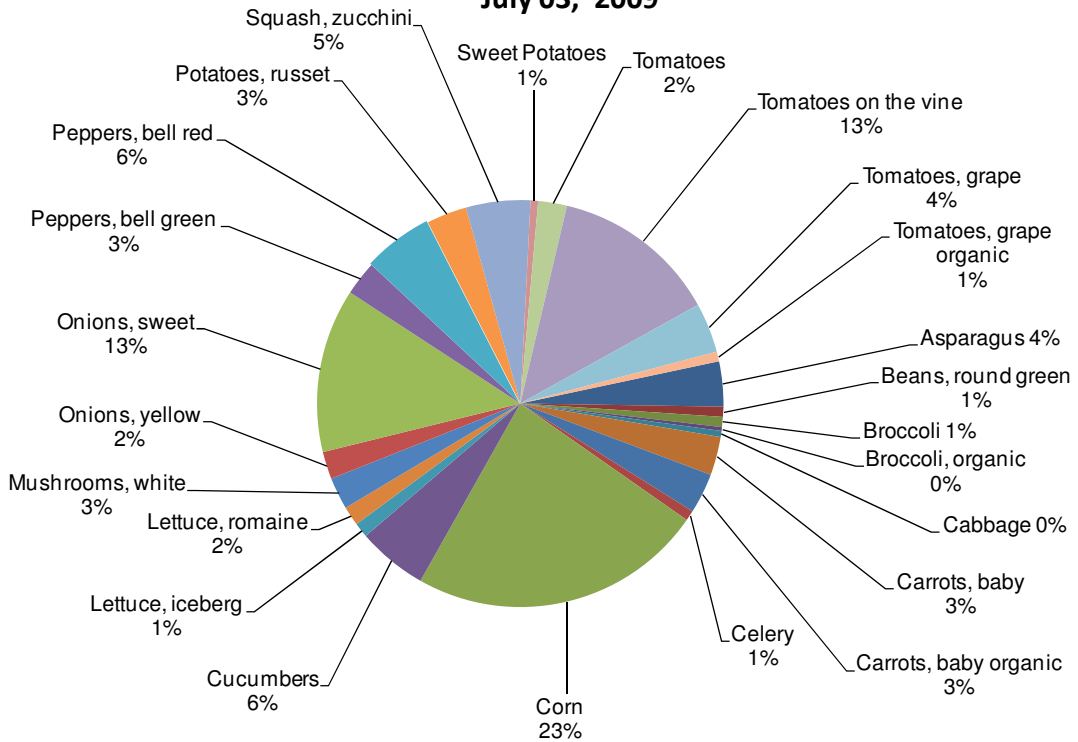
Fruits as Percentage of Total Fruit Ads

July 03, 2009



Vegetables as Percentage of Total Vegetable Ads

July 03, 2009





NATIONAL SUMMARY

FRUIT	THIS WEEK		LAST WEEK		LAST YEAR		VEGETABLE	THIS WEEK		LAST WEEK		LAST YEAR	
	Stores with Ads	Wtd Avg Prices	Stores with Ads	Wtd Avg Prices	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	209	0.77	1,058	0.96	524	1.48	Asparagus	1,931	2.74	2,350	2.31	832	2.79
Avocados, hass each	1,936	1.41	2,547	1.42	6,995	1.25	Beans, round green	429	1.42	1,386	1.22	829	1.42
Bananas	390	0.48	742	0.45	211	0.31	Broccoli per bunch	428	1.80	668	1.29	582	1.83
Bananas, organic	641	0.84	153	0.99	203	0.82	Broccoli, organic per bunch	175	2.56	193	2.60	265	1.84
Blueberries 4.4 oz	43	2.46	727	2.24	13	3.00	Cabbage	260	0.47	826	0.51	127	0.46
Cantaloupe each	6,654	2.11	5,186	1.98	6,724	2.18	Carrots, baby 1 lb bag	1,642	1.24	3,498	1.43	4,527	1.51
Cherries	10,710	2.21	4,447	3.13	6,954	3.89	Carrots, baby organic 1 lb bag	1,723	1.95	1,826	1.77	1,195	1.85
Clementines 5lb pkg			151	5.97			Celery each	441	1.23	1,914	1.15	130	1.65
Grapes, green/red	4,244	1.97	5,953	1.74	9,053	1.63	Corn each	12,638	0.27	3,677	0.31	12,289	0.33
Grapefruit, red each			42	1.56	14	0.33	Cucumbers each	3,009	0.64	3,443	0.62	1,275	0.63
Honeydew each	1,263	3.23	1,188	2.97	550	2.49	Lettuce, iceberg each	631	0.80	1,163	0.90	1,274	1.13
Limes each	4,896	0.23	2,022	0.26	3,112	0.33	Lettuce, romaine each	826	1.02	1,592	1.11	811	1.00
Lemons each	1,393	0.47	1,958	0.48	631	0.63	Mushrooms, white 8 oz pkg	1,375	1.66	2,768	1.67	3,385	1.73
Mangoes each	4,072	0.96	4,207	0.94	3,775	0.88	Mushrooms, yellow 3 lb bag	1,176	2.08	1,692	1.93	834	1.98
Nectarines, yellow flesh	9,314	1.85	8,490	1.80	10,190	1.73	Onions, sweet yellow	7,015	1.12	3,533	0.93	7,930	1.03
Oranges, navel each	144	1.00					Peppers, bell green each	342	0.79	1,084	0.70	852	0.63
Pears, bartlett							Peppers, bell green	1,137	1.36	1,052	1.47	2,002	1.79
Peaches, yellow flesh	10,540	1.63	10,181	1.56	10,585	1.65	Peppers, bell red each	1,163	1.37	1,055	1.24	867	1.49
Pineapple each	4,005	3.02	4,579	2.93	3,228	3.48	Peppers, bell red	1,828	2.49	1,186	1.93	1,129	2.35
Plums	5,130	1.88	6,306	1.78	6,085	1.84	Potatoes, russet 5 lb bag	1,735	2.55	3,885	2.40	726	2.86
Strawberries 1 lb pkg	6,616	2.28	8,225	2.14	9,729	2.48	Squash, zucchini	2,748	1.10	2,188	1.13	2,278	1.23
Strawberries, organic 1 lb pkg	2,026	2.88	2,752	2.66	3,168	3.34	Sweet potatoes	324	0.96	358	0.97	572	0.79
Watermelon, miniature each	881	2.88	2,616	2.73	1,286	2.76	Tomatoes	1,245	1.34	885	1.66	863	1.34
Watermelon, seedless each	10,229	4.14	4,290	4.47	10,853	4.13	Tomatoes, organic					96	3.00
							Tomatoes on the vine	7,137	1.99	4,920	1.86	5,754	2.30
							Tomatoes, grape 1 pint	2,123	2.27	1,872	2.38	2,414	2.23
							Tomatoes, grape organic 1 pint	418	2.99	820	2.83	1,049	2.76

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
Blueberries 6 oz pkg	591	2.47	742	2.46	Round Red Potatoes 5 lb bag	4,154	3.00	1,030	2.96
Blueberries pint pkg	8,161	2.51	5,984	2.27	Navel Oranges per lb				
Blackberries 6 oz pkg	3,733	2.58	3,666	2.54	D'Anjou Pears per lb	84	1.38	96	1.49
Russet Potatoes per lb	1,788	0.87	801	0.78	Gala Apples 6 oz	380	1.57	236	1.43
Russet Potatoes 10 lb bag	2,358	3.16	1,636	2.83	Watermelon, Seedless per lb	1,901	0.43	1,730	0.49

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



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	1.29	30	1.29	0.69	30	0.69	1.00	33	1.00
Avocados, hass				1.00 - 1.50 each	377	1.26	1.25 - 1.39 each	44	1.29
Bananas	0.50	110	0.50	0.33 - 0.47	77	0.42			
Bananas, organic	0.79 - 0.99	402	0.85	0.99	34	0.99	0.79	184	0.79
Blueberries				1.99 4.4 oz	23	1.99	2.99 4.4 oz	20	2.99
Cantaloupe	1.78 - 3.00 each	1,424	2.51	1.89 - 3.00 each	2,559	2.14	1.38 - 3.00 each	1,343	1.96
Cherries	1.29 - 4.99	2,627	2.53	1.29 - 4.99	2,675	2.57	1.29 - 3.99	1,443	1.93
Clementines									
Grapes, green/red	1.99 - 2.79	1,058	2.06	1.68 - 2.79	1,352	2.08	1.99 - 2.49	208	2.18
Grapefruit, red									
Honeydew	2.98 - 3.99 each	419	3.32	2.99 - 3.50 each	471	3.49			
Limes	0.10 - 0.50 each	1,601	0.26	0.10 - 0.50 each	1,929	0.22	0.20 - 0.50 each	345	0.39
Lemons	0.20 - 0.50 each	475	0.47	0.33 - 0.50 each	593	0.47	0.50 - 0.60 each	204	0.59
Mangoes	0.49 - 1.25 each	1,202	1.03	0.78 - 1.00 each	1,522	0.97	0.89 - 1.00 each	134	0.97
Nectarines	0.88 - 2.50	2,378	1.89	0.99 2.49	3,618	1.87	0.98 - 2.49	1,057	1.72
Oranges, navel	1.00 each	144	1.00						
Pears, bartlett									
Peaches	0.78 - 2.50	2,758	1.61	0.78 - 1.99	3,341	1.62	0.88 - 1.99	1,283	1.55
Pineapple	1.78 - 3.99 each	996	2.68	1.99 - 3.99 each	1,402	3.08	1.99 - 3.99 each	683	3.14
Plums	1.29 - 2.50	1,584	2.00	0.99 - 2.49	1,257	1.83	1.29 - 1.99	504	1.82
Straw berries	1.48 - 2.99 16 oz pkg	1,750	2.53	1.88 - 2.99 16 oz pkg	1,560	2.58	1.48 - 2.99 16 oz pkg	1,203	1.97
Straw berries, organic	3.99 16 oz pkg	405	3.99	1.65 - 3.99 16 oz pkg	198	2.73	1.77 - 2.99 16 oz pkg	484	2.19
Watermelon, miniature				2.99 each	108	2.99			
Watermelon, seedless	2.88 - 4.99 each	2,684	4.17	1.99 - 4.99 each	4,108	4.21	2.49 - 4.99 each	1,473	3.33

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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	0.99	3	0.99	0.50 - 0.99	113	0.57			
Avocados, hass	0.99 - 2.50 each	536	1.74	0.33 - 2.00 each	882	1.28	1.25 - 1.79 each	97	1.52
Bananas	0.50	124	0.50	0.49 - 0.59	68	0.50	0.50	11	0.50
Bananas, organic							0.79	21	0.79
Blueberries									
Cantaloupe	0.88 - 2.50 each	957	1.68	0.99 - 2.50 each	281	2.17	1.00 - 2.00 each	90	1.43
Cherries	0.88 - 2.99	1,385	2.05	0.99 - 3.99	2,019	1.77	0.98 - 2.99	561	1.64
Clementines									
Grapes, green/red	0.97 - 1.99	868	1.60	0.79 - 2.49	701	2.02	1.79 - 1.99	57	1.85
Grapefruit, red									
Honeydew	2.50 - 3.50 each	125	2.99	2.50 - 2.99 each	248	2.73			
Limes	0.07 - 0.17 each	257	0.10	0.10 - 0.25 each	752	0.21	0.20 each	12	0.20
Lemons	0.20 - 0.33 each	113	0.23	0.33 each	8	0.33			
Mangoes	0.99 each	279	0.99	0.25 - 1.50 each	935	0.85			
Nectarines	0.99 - 1.99	615	1.74	0.50 - 1.99	1,378	1.83	1.79 - 2.79	268	2.00
Oranges, navel									
Pears, bartlett									
Peaches	0.69 - 1.99	1,200	1.61	0.50 - 1.99	1,498	1.67	0.98 - 2.79	460	1.95
Pineapple	3.99 each	279	3.99	2.50 - 2.99 each	264	2.98	2.49 - 3.99 each	381	2.78
Plums	0.99 - 2.99	348	1.84	0.79 - 1.99	1,235	1.81	1.99	202	1.99
Straw berries	1.50 - 2.50 16 oz pkg	825	2.24	0.99 - 2.50 16 oz pkg	1,001	1.85	1.50 - 2.50 16 oz pkg	277	1.95
Straw berries, organic	2.50 - 2.99 16 oz pkg	251	2.73	2.50 - 2.99 16 oz pkg	349	2.59	2.50 - 3.50 16 oz pkg	339	3.05
Watermelon, miniature	2.50 - 2.88 each	172	2.58	1.99 - 3.99 each	601	2.95			
Watermelon, seedless	2.49 - 5.99 each	931	4.27	2.50 - 5.99 each	728	4.55	3.99 - 5.99 each	305	5.49

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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	2.59 - 2.99	702	2.98	1.99 - 2.99	623	2.52	1.99 - 2.99	305	2.64
Beans, round green	1.29 - 1.69	175	1.42	1.39 - 2.00	145	1.59			
Broccoli	1.50 - 2.00 per bunch	73	1.55	1.50 - 2.00 per bunch	238	1.86	1.88 per bunch	99	1.88
Broccoli, organic	1.99 - 2.99 per bunch	175	2.56						
Cabbage	0.49	220	0.49	0.34	11	0.34			
Carrots, baby	0.99 - 1.50 1 lb bag	708	1.29	0.99 - 1.50 1 lb bag	105	1.47	0.97 - 1.50 1 lb bag	418	1.17
Carrots, baby organic	1.99 - 2.29 1lb bag	761	2.11	2.00 1lb bag	34	2.00	1.50 - 2.00 1lb bag	385	1.86
Celery	1.29 - 1.50 each	211	1.29	1.29 - 1.50 each	38	1.48	0.88 - 1.39 each	180	1.16
Corn	0.16 - 0.55 each	2,913	0.26	0.16 - 0.40 each	4,167	0.25	0.14 - 0.42 each	2,041	0.22
Cucumbers	0.25 - 0.75 each	1,654	0.67	0.44 - 0.67 each	122	0.56	0.50 - 0.88 each	498	0.58
Lettuce, iceberg	0.99 each	58	0.99	0.88 - 1.00 each	121	0.89			
Lettuce, romaine				1.88 each	23	1.88	0.99 each	248	0.99
Mushrooms, w white	1.50 - 1.99 8 oz pkg	181	1.58	1.50 - 2.00 8 oz pkg	250	1.57	0.69 - 2.00 8 oz pkg	289	1.46
Onions, yellow	1.28 - 2.49 3 lb bag	277	2.33	1.50 - 2.00 3 lb bag	513	1.99	1.68 - 1.99 3 lb bag	155	1.77
Onions, sw eet yellow	0.89 - 1.99	1,680	1.10	0.79 - 1.99	2,380	1.42	0.44 - 1.25	1,046	0.86
Peppers, bell green				0.50 - 1.00 each	56	0.89	0.88 each	205	0.88
Peppers, bell green	0.99 - 1.79	969	1.39	0.79 - 1.79	161	1.21			
Peppers, bell red				0.67 - 1.00 each	51	0.95	1.00 - 1.66 each	375	1.45
Peppers, bell red	1.99 - 3.59	970	2.64	1.99 - 2.99	359	2.39	1.99 - 2.99	499	2.26
Potatoes, russet	1.49 - 3.49 5 lb bag	458	2.11	1.50 - 3.49 5 lb bag	812	2.95	1.49 - 1.99 5 lb bag	39	1.66
Squash, zucchini	0.98 - 1.59	1,399	1.12	0.88 - 1.59	514	1.25	0.88 - 1.29	562	1.05
Sw eet potatoes	0.99	216	0.99	0.89	108	0.89			
Tomatoes	1.99	23	1.99	1.00 - 1.98	91	1.26	0.99 - 1.99	351	1.37
Tomatoes, organic									
Tomatoes on the vine	1.98 - 2.99	1,663	2.25	0.99 - 2.88	2,038	1.73	0.99 - 2.99	972	1.75
Tomatoes, grape	1.99 - 2.50 1 pint	633	2.13	2.00 - 2.88 1 pint	898	2.52	2.00 - 2.50 1 pint	404	2.19
Tomatoes, grape organic	2.99 1 pint	153	2.99	2.99 1 pint	130	2.99			

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Week of Friday, July 3, 2009

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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	2.49 - 2.99	294	2.74	2.99	7	2.99			
Beans, round green	0.99	15	0.99	0.99 - 1.49	39	1.08	1.00 - 1.88	55	1.34
Broccoli	1.50 per bunch	18	1.50						
Broccoli, organic									
Cabbage	0.45	15	0.45	0.33	14	0.33			
Carrots, baby	1.19 - 1.50 1 lb bag	143	1.33	1.00 - 1.50 1 lb bag	208	1.10	0.99 - 1.00 1 lb bag	60	0.99
Carrots, baby organic	1.50 1 lb bag	138	1.50	1.50 - 1.99 1lb bag	343	1.94	1.50 1lb bag	62	1.50
Celery				0.33 each	12	0.33			
Corn	0.25 - 0.50 each	1,233	0.34	0.20 - 0.50 each	1,579	0.31	0.19 - 0.60 each	705	0.38
Cucumbers	0.50 each	33	0.50	0.20 - 0.79 each	601	0.66	0.40 - 0.69 each	101	0.52
Lettuce, iceberg	0.49 - 1.09 each	135	0.97	0.33 - 1.49 each	317	0.67			
Lettuce, romaine	0.50 - 1.25 each	265	1.10	0.33 - 0.99 each	74	0.66	0.88 - 1.25 each	216	0.98
Mushrooms, w hite	1.48 - 1.99 8 oz pkg	288	1.63	1.50 - 2.00 8 oz pkg	345	1.97	1.48 - 2.00 8 oz pkg	22	1.74
Onions, yellow	1.50 - 2.50 3 lb bag	231	2.18						
Onions, sw eet yellow	0.79 - 0.99	641	0.92	0.59 - 1.29	740	0.89	0.68 - 1.29	528	0.99
Peppers, bell green	0.50 each	81	0.50						
Peppers, bell green				1.49	7	1.49			
Peppers, bell red	0.69 - 1.50 each	226	1.21	1.00 - 1.50 each	285	1.37	1.50 each	226	1.50
Peppers, bell red									
Potatoes, russet	0.88 - 2.99 5 lb bag	88	2.52	0.88 - 2.49 5 lb bag	338	2.32			
Squash, zucchini				0.33 - 0.99	273	0.83			
Sw eet potatoes									
Tomatoes	0.89 - 1.69	412	1.19	0.89 - 1.99	368	1.45			
Tomatoes, organic									
Tomatoes on the vine	1.69 - 2.29	472	2.00	1.29 - 2.99	1,302	2.31	1.29 - 2.49	690	1.89
Tomatoes, grape	2.50 1 pint	56	2.50	1.49 1 pint	132	1.49			
Tomatoes, grape organic	2.99 1 pint	135	2.99						

Wtd Avg = Simple weighted average

Prices are in dollars per pound unless otherwise stated.



Weekly Snapshot of Organic Retail Features

This supplemental report is a list of other organic items found in the retail ads of those stores surveyed as part of the National Fruit and Vegetable Report. The prices shown are the range of prices encountered and are not weighted average prices. Descriptions of the items are largely as shown in the retail ads. Prices are in dollars.

Item	Unit of Sale	Price range
Apricots	Per pound	2.99
Avocados, Hass	Each	1.25
Beans, Green	Per pound	1.99
Blackberries	6 ounce package	1.67 -3.50
Blueberries	4.4 ounce package	3.00 -3.99
Blueberries	6 ounce package	2.50 -3.00
Blueberries	1 pound package	6.99
Bok Choy, Baby	Per pound	1.39
Broccoli	Per pound	1.00
Cantaloupe	Per pound	1.29
Cauliflower	Per pound	0.99
Cauliflower	Each	1.49
Celery	Per pound	0.59
Celery	Each	0.79 -1.99
Celery Hearts	16 ounce package	1.79 -1.99
Cherries	Per pound	2.99 -4.99
Corn	Each	0.50 -0.99
Cucumbers, Long Seedless	Each	2.79
Grapefruit, Red	Each	0.99
Grapes, Seedless, Red or Green	Per pound	2.49 -3.49
Kiwifruit	Each	0.79
Lettuce, Iceberg	Per pound	0.99
Lettuce, Leaf, Red or Green	Each	1.49
Lettuce, Romaine	Each	2.79
Lettuce, Romaine Hearts	3 count package	1.67
Mangoes	Each	1.25 -1.50
Mushrooms, White	8 ounce container	2.00
Nectarines, Yellow Flesh	Per pound	1.98 -2.99
Onions, Marked Sweet	Per pound	1.99
Onions, Yellow	3 pound bag	2.49
Oranges, Valencia	Per pound	0.99
Peaches, Yellow Flesh	Per pound	1.98 -2.99
Peaches, Yellow Flesh	4 count package	4.99
Pineapple	Each	2.99
Plums, Red or Black	Per pound	1.99 -2.99
Raspberries	6 ounce package	1.67 -3.50



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Item	Unit of Sale	Price range
Salad, Mixed Types	5-9 ounce package	2.99 -4.99
Salad, Mixed Types	10-12 ounce package	3.69 -4.99
Salad, Mixed Types	16 ounce package	3.99 -4.99
Salad, Mixed Types, Loose	Per pound	2.99
Spinach	Per bunch	0.99
Spinach, Baby Type	16 ounce container	3.99
Squash, Zucchini	Per pound	1.29 -1.99
Strawberries	8 ounce container	1.50
Tomatoes, Cherry Type	1 pint container	2.99
Tomatoes, Heirloom Varieties	Per pound	3.99
Tomatoes, On-the Vine	Per pound	1.99 -2.99
Tomatoes, Plum Type	Per pound	0.89
Watermelon, Seedless	Per pound	0.59 -0.79