



Agricultural Marketing Service

## Fruit and Vegetable Market News Branch

# National Fruit and Vegetable Retail Report

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

Volume IV– Number 05

Issued Weekly

Friday, February 5, 2010

### Advertised Prices for Fruits & Vegetables at Major Retail Supermarket Outlets 01/30 to 02/11<sup>1, 2</sup>

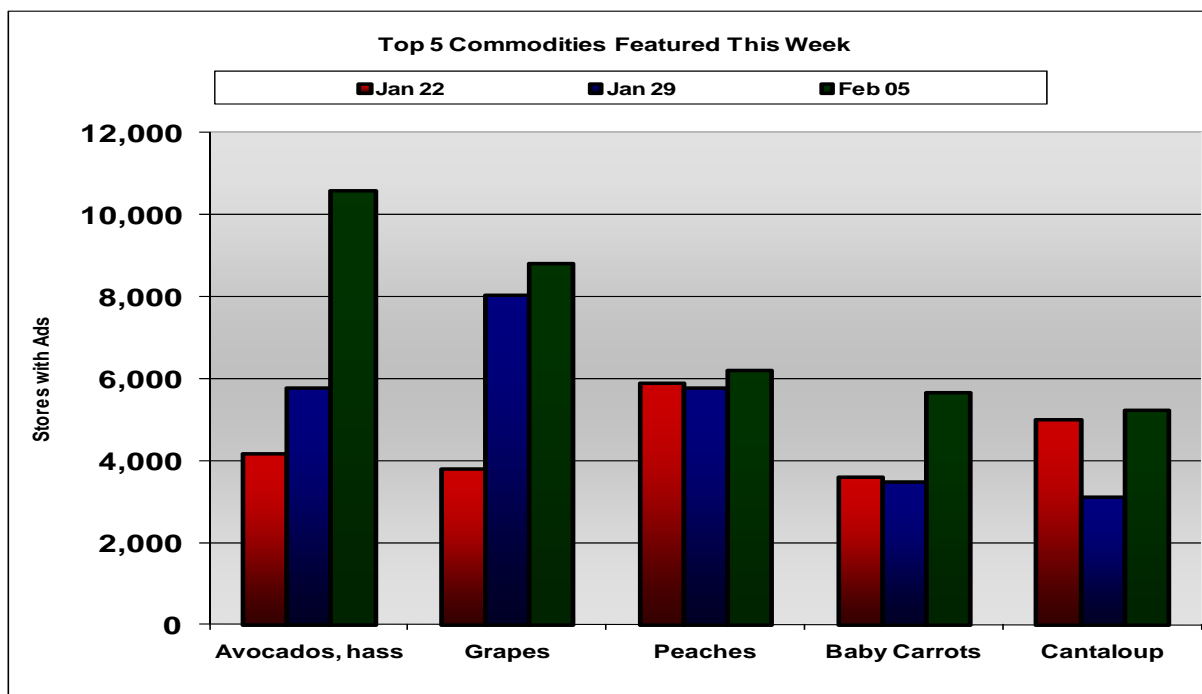
#### A Super Bowl of Savings!

The Super Bowl was the main focus of retailers this week. Party trays and game time snacks were heavily featured this week with avocados for guacamole being the number one advertised produce item. Early Valentines Day items could also be found with bakery and floral departments featuring cakes, bouquets, décor and candy. Due to freezing temperatures in Florida last month this weeks retail ads were noticeably missing corn and green beans as well as being light on the green bell peppers.

Avocados, grapes, peaches, baby carrots and cantaloup were the top five overall. Red bell peppers, sweet onions, russet potatoes, and asparagus were the remaining top five vegetable items while nectarines rounded out the top five fruit. The top five fruit items accounted for 61% of all fruit ads this week. Fruit ads were up 2% from the previous week. The top five vegetable ads accounted for 51% of all vegetable ads. Vegetables ads were down overall 12% from the previous week. Overall produce ads this week were down 4% from the previous week.

The major ad items in the **fruit** category this week higher in price than last year included grapes at 3%, peaches at 15%, and nectarines at 19%. Avocados were the lowest compared to last year at 24% lower, with oranges at 21% and cantaloup at 17% lower than last years price.

Of the **vegetable** items heavily advertised this week only sweet onions were lower than the price last year by 18%. Asparagus and baby carrots were 7% and 3% higher respectively. As used here, major ad items are defined as being regularly surveyed produce items that were featured in 3,000+ stores for the week.

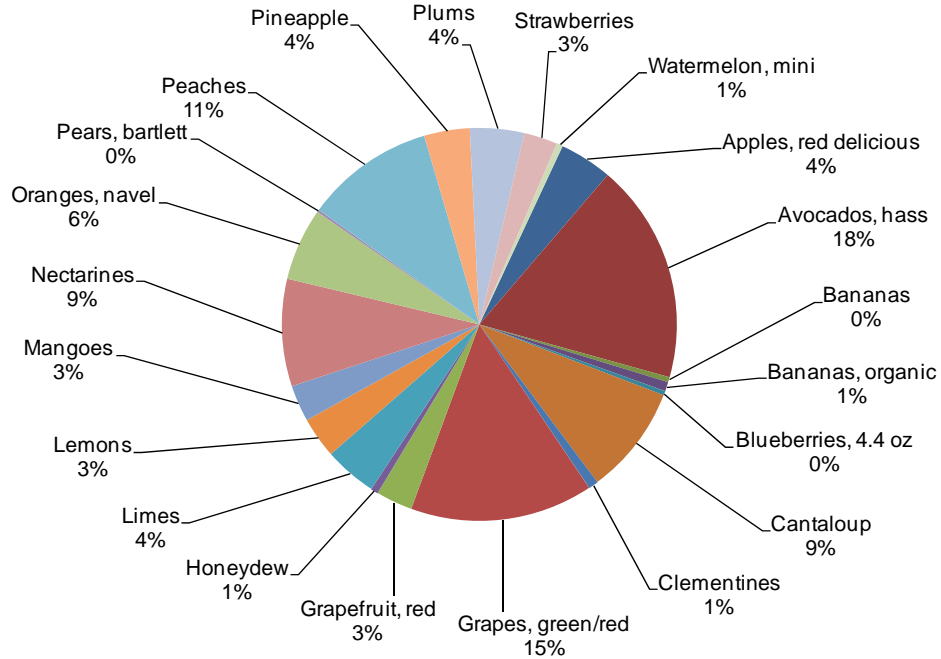


1 - Fruit and Vegetable Market News surveys more than 200 retailers, comprising roughly 17,000 individual stores, with online weekly advertised features.

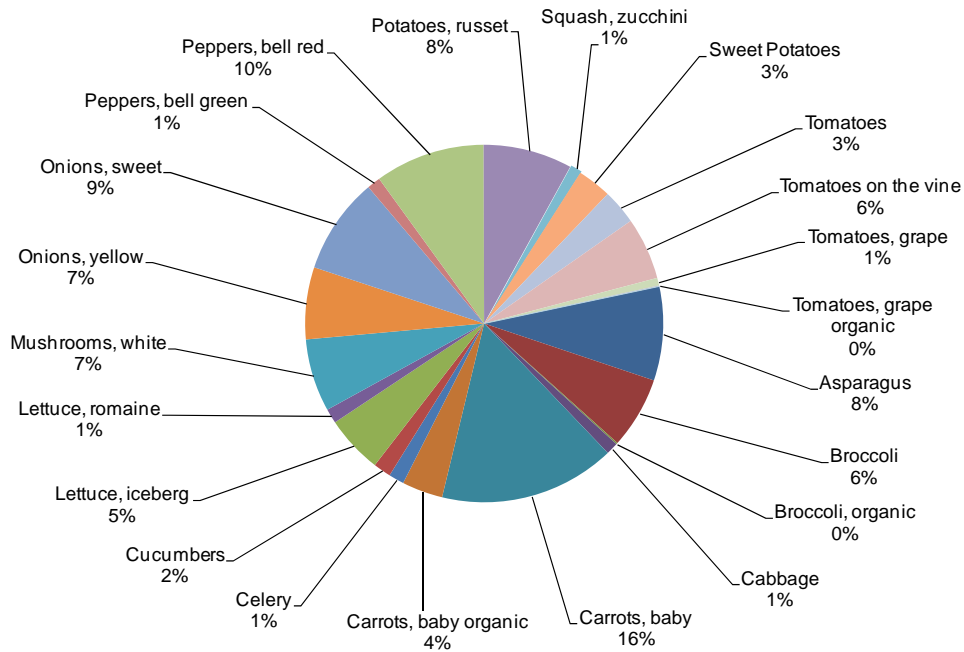
2 – Date range reflects one week of data collection ending on the report release date and encompasses ad pricing good from the Saturday before the report release date through the following Thursday.



### Fruits as Percentage of Total Fruit Ads February 5, 2010



### Vegetables as Percentage of Total Vegetable Ads February 5, 2010





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	2,548	1.04	4,696	0.94	4,863	1.16	Asparagus	3,030	2.75	2,880	2.58	5,662	2.57
Avocados, hass each	10,591	0.91	5,775	1.15	3,547	1.20	Beans, round green			1,344	1.51	857	1.51
Bananas	247	0.47	623	0.46	252	0.48	Broccoli per bunch	2,319	1.85	2,577	1.63	1,753	1.86
Bananas, organic	445	0.87	194	0.94	241	0.78	Broccoli, organic per bunch	49	1.68	341	2.56	482	2.31
Blueberries 4.4 oz	211	2.99	761	2.39	487	2.28	Cabbage	392	0.45	1,551	0.43	3,249	0.48
Cantaloup each	5,253	2.10	3,115	2.27	3,393	2.53	Carrots, baby 1 lb bag	5,681	1.28	3,481	1.27	4,073	1.24
Cherries			213	2.76	15	2.99	Carrots, baby organic 1 lb bag	1,320	1.82	1,159	1.81	2,501	1.75
Clementines 5lb pkg	472	7.08	3,526	5.60	1,533	6.38	Celery each	492	1.46	1,562	1.15	470	1.03
Grapes, green/red	8,831	1.75	8,060	2.05	9,563	1.71	Corn each			25	0.59	322	0.55
Grapefruit, red each	1,758	0.80	3,262	0.73	3,689	0.75	Cucumbers each	571	0.48	1,985	0.78	860	0.85
Honeydew each	357	3.68	1,195	2.57	71	3.99	Lettuce, iceberg each	1,866	0.90	2,052	0.96	866	1.14
Limes each	2,548	0.32	348	0.38	1,086	0.27	Lettuce, romaine each	469	1.09	963	1.05	1,127	1.05
Lemons each	1,971	0.47	1,021	0.54	739	0.41	Mushrooms, white 8 oz pkg	2,353	1.81	3,423	1.68	3,749	1.67
Mangoes each	1,761	1.00	4,441	0.99	1,377	1.30	Onions, yellow 3 lb bag	2,325	1.82	1,913	1.50	2,868	1.83
Nectarines, yellow flesh	5,169	2.11	5,272	2.02	7,742	1.77	Onions, sweet yellow	3,121	1.08	3,783	1.09	2,371	1.32
Oranges, navel each	3,502	0.61	3,373	0.68	2,006	0.77	Peppers, bell green each	389	0.64	688	0.60	1,572	0.84
Pears, bartlett	110	1.48	818	1.34	427	1.45	Peppers, bell green	39	0.99	336	1.36	536	1.39
Peaches, yellow flesh	6,229	2.04	5,788	2.07	8,955	1.78	Peppers, bell red each	2,143	1.19	2,719	1.36	1,230	1.23
Pineapple each	2,199	3.47	2,271	3.31	3,304	3.48	Peppers, bell red	1,407	2.57	1,243	2.09	2,360	2.31
Plums	2,618	2.15	1,625	2.24	6,042	1.93	Potatoes, russet 5 lb bag	2,864	2.21	2,162	2.13	3,354	2.08
Strawberries 1 lb pkg	1,616	3.19	874	2.94	5,410	2.54	Squash, zucchini	373	0.97	576	1.20	1,638	1.27
Strawberries, organic 1 lb pkg			37	4.99			Sweet potatoes	1,103	0.92	959	0.81	1,901	0.83
Watermelon, miniature each	303	2.73	306	2.27	1,599	3.56	Tomatoes	1,126	2.14	1,020	1.85	1,480	1.25
Watermelon, seedless each					135	3.20	Tomatoes, organic						
							Tomatoes on the vine	2,012	2.12	662	2.51	3,242	2.34
							Tomatoes, grape 1 pint	243	2.63	822	2.64	2,956	2.31
							Tomatoes, grape organic 1 pint	33	3.29	310	2.94	1,541	2.75

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	2,486	2.66	2,754	2.52	Round Red Potatoes 5 lb bag	1,387	2.65	1,403	2.39
Blackberries 6 oz	1,834	2.77	1,497	2.66	Navel Oranges per lb	3,225	0.79	3,532	0.79
Carrots, baby 2 lb bag	3,695	2.53	1,903	2.76	D'Anjou Pears per lb	2,735	1.29	7,402	1.09
Russet Potatoes per lb	1,332	0.57	2,284	0.70	Gala Apples per lb	1,548	1.29	1,077	1.42
Russet Potatoes 10 lb bag	925	2.50	1,525	1.69	Blueberries 1 pint	1,868	3.29		

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



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Week of Friday, February 5, 2010

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,M,MI,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	0.98 - 1.49	516	1.31	0.88 - 1.59	663	1.13	0.99 - 1.00	343	0.99
Avocados, hass	0.79 - 2.00 each	2,325	1.13	0.49 - 1.50 each	2,168	1.02	0.34 - 1.50 each	1,656	0.93
Bananas	0.50	110	0.50	0.33	30	0.33	0.39	33	0.39
Bananas, organic	0.89 - 0.99	245	0.93				0.79	184	0.79
Blueberries	2.99 4.4 oz	211	2.99						
Cantaloup	1.50 - 2.99 each	1,753	2.26	1.50 - 3.00 each	2,321	2.10	1.28 - 2.99 each	633	2.01
Cherries									
Clementines	5.99 - 6.99 5lb container	102	6.74	4.99 5lb container	44	4.99			
Grapes, green/red	0.98 - 2.99	2,244	1.79	0.99 - 2.99	2,593	1.79	1.00 - 2.99	1,143	1.66
Grapefruit, red	0.40 - 1.50 each	864	0.92	0.69 - 1.00 each	83	0.86	1.00 each	32	1.00
Honeydew	2.98 - 3.49 each	131	3.28	3.98 each	193	3.98			
Limes	0.14 - 0.50 each	733	0.35	0.33 - 0.50 each	238	0.39	0.25 - 0.50 each	624	0.35
Lemons	0.33 - 0.67 each	746	0.52	0.44 - 0.67 each	130	0.46	0.50 each	206	0.50
Mangoes	0.88 - 1.50 each	659	1.11	0.88 - 1.25 each	293	0.99	0.50 - 1.00 each	97	0.88
Nectarines	0.99 - 2.99	1,168	2.09	0.99 2.99	2,062	2.05	1.97 - 1.99	360	1.99
Oranges, navel	0.34 - 1.00 each	1,727	0.79	0.34 - 1.00 each	1,248	0.43	0.33 - 1.00 each	468	0.39
Pears, bartlett				1.00 - 1.49	110	1.48			
Peaches	0.99 - 2.99	1,325	2.13	0.99 - 2.99	3,105	1.92	1.98 - 1.99	222	1.99
Pineapple	2.99 - 3.99 each	1,091	3.53	2.99 - 3.99 each	225	3.47	2.97 - 3.99 each	74	3.60
Plums	1.68 - 2.99	524	2.12	1.58 - 2.99	961	2.20	1.97 - 1.99	303	1.99
Strawberries	3.00 - 3.99 16 oz pkg	269	3.78	2.49 - 3.99 16 oz pkg	1,188	2.95	3.97 - 3.99 16 oz pkg	46	3.98
Strawberries, organic									
Watermelon, miniature							2.97 - 3.99 each	124	3.76
Watermelon, seedless									

Wtd Avg = Simple weighted average

Prices are in dollars per pound unless otherwise stated.



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	0.25 - 1.29	596	0.79	0.50 - 1.00	142	0.95	0.97 - 0.99	288	0.99	
Avocados, hass	0.25 - 1.00 each	1,275	0.86	0.20 - 1.66 each	2,451	0.74	0.38 - 1.00 each	716	0.59	
Bananas				0.50 - 0.69	68	0.52	0.59	6	0.59	
Bananas, organic				0.79	16	0.79				
Blueberries										
Cantaloup	1.28 - 2.50 each	539	1.70	2.50 each	7	2.50				
Cherries										
Clementines	4.99 - 7.88 5lb container	326	7.46							
Grapes, green/red	0.88 - 2.79	1,147	1.88	0.88 - 2.50	1,311	1.42	0.99 - 2.99	393	2.35	
Grapefruit, red	0.25 - 1.00 each	203	0.48	0.33 - 0.79 each	374	0.72	0.69 each	202	0.69	
Honeydew	3.49 each	33	3.49							
Limes	0.20 - 0.33 each	100	0.24	0.20 - 0.33 each	687	0.27	0.17 - 0.34 each	166	0.30	
Lemons	0.20 - 0.50 each	173	0.28	0.20 - 0.50 each	605	0.48	0.17 - 0.50 each	111	0.33	
Mangoes	1.00 - 1.50 each	236	1.26	0.49 - 0.97 each	263	0.52	0.99 - 1.50 each	213	1.02	
Nectarines	0.98 - 2.99	622	1.92	0.99 - 2.99	887	2.43	1.98 - 2.99	70	2.07	
Oranges, navel	0.33 - 1.00 each	59	0.95							
Pears, bartlett										
Peaches	0.98 - 2.99	622	1.92	0.99 - 2.99	885	2.42	1.98 - 2.99	70	2.07	
Pineapple	2.99 - 3.99 each	544	3.36	3.99 each	115	3.99	2.99 - 3.00 each	150	2.99	
Plums	1.99	310	1.99	1.25 - 2.99	502	2.30	1.98 - 2.99	18	2.32	
Strawberries	3.99 16 oz pkg	79	3.99				3.99 16 oz pkg	34	3.99	
Strawberries, organic										
Watermelon, miniature				1.99 - 2.50 each	172	2.01	1.98 each	7	1.98	
Watermelon, seedless										

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,M,MI,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	1.49 - 3.79	540	2.41	2.29 - 3.79	660	3.13	1.99 - 2.99	221	2.40
Beans, round green									
Broccoli	1.50 - 2.00 per bunch	292	1.98	0.99 - 2.00 per bunch	1,792	1.89	0.99 - 2.00 per bunch	142	1.54
Broccoli, organic				1.68 per bunch	49	1.68			
Cabbage	0.49	15	0.49	0.49	214	0.49	0.50	80	0.50
Carrots, baby	0.99 - 1.88 1 lb bag	1,334	1.38	0.99 - 1.79 1 lb bag	1,797	1.30	0.99 - 1.50 1 lb bag	1,140	1.22
Carrots, baby organic	1.50 - 2.50 1lb bag	472	1.72	1.50 - 2.00 1lb bag	289	1.90	2.00 1lb bag	80	2.00
Celery	0.99 - 2.00 each	123	1.35	0.99 - 2.00 each	235	1.55	1.49 - 1.50 each	83	1.50
Corn									
Cucumbers	0.67 - 0.79 each	162	0.71	0.79 each	17	0.79	0.50 each	98	0.50
Lettuce, iceberg	0.79 - 1.50 each	226	0.84	0.69 - 1.00 each	221	0.94	1.00 each	32	1.00
Lettuce, romaine				0.99 each	98	0.99			
Mushrooms, white	0.99 - 2.00 8 oz pkg	759	1.66	1.50 - 2.00 8 oz pkg	598	1.74	1.48 - 2.99 8 oz pkg	524	2.11
Onions, yellow	0.99 - 1.99 3 lb bag	920	1.86	1.00 - 2.00 3 lb bag	781	1.93	1.00 - 1.28 3 lb bag	76	1.23
Onions, sweet yellow	0.89 - 6.99	706	1.56	0.89 - 1.69	1,506	1.01	0.68 - 0.99	235	0.84
Peppers, bell green	1.00 each	42	1.00	1.00 each	23	1.00			
Peppers, bell green				0.99	30	0.99			
Peppers, bell red	1.00 - 1.25 each	195	1.20	1.00 - 2.00 each	326	1.63	0.99 each	13	0.99
Peppers, bell red	0.99 - 3.99	836	2.31	1.99 - 2.99	199	2.94	1.99 - 3.99	365	2.97
Potatoes, russet	0.99 - 2.99 5 lb bag	523	2.39	1.50 - 2.99 5 lb bag	1,268	2.40	1.48 - 2.50 5 lb bag	454	2.07
Squash, zucchini	0.89 - 0.99	162	0.95						
Sweet potatoes	0.48 - 1.00	859	0.91	0.59 - 1.48	177	1.01			
Tomatoes	0.99 - 2.99	708	2.64	0.59 - 2.48	77	1.74	1.48	96	1.48
Tomatoes, organic									
Tomatoes on the vine	1.89 - 2.89	275	2.20	1.49 - 2.49	1,672	2.10			
Tomatoes, grape				2.49 1 pint	29	2.49	2.99 1 pint	33	2.99
Tomatoes, grape organic									

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 Prices are in dollars per pound unless otherwise stated.



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)		
Vegetable	Price Range	Stores with Ads	Wtd. Avg	Price Range	Stores with Ads	Wtd. Avg	Price Range	Stores with Ads	Wtd. Avg
Asparagus	1.69 - 2.99	524	2.80	1.97 - 2.99	753	2.78	1.77 - 2.99	332	2.69
Beans, round green									
Broccoli	1.18 - 1.50 per bunch	77	1.35	0.69 per bunch	16	0.69			
Broccoli, organic									
Cabbage	0.39	38	0.39	0.25	45	0.25			
Carrots, baby	0.98 - 1.50 1 lb bag	525	1.17	0.78 - 1.69 1 lb bag	828	1.23	1.00 - 1.50 1 lb bag	57	1.14
Carrots, baby organic	1.38 - 1.69 1 lb bag	154	1.62				1.50 - 2.50 1lb bag	325	1.95
Celery	1.00 - 1.29 each	51	1.19						
Corn									
Cucumbers				0.20 - 0.25 each	222	0.24	0.50 - 0.59 each	72	0.57
Lettuce, iceberg	0.69 - 1.29 each	332	0.96	0.77 - 1.29 each	904	0.85	0.98 - 1.28 each	151	1.05
Lettuce, romaine	0.77 - 0.99 each	130	0.97	0.69 - 1.00 each	57	0.86	1.29 each	184	1.29
Mushrooms, white	1.50 - 2.00 8 oz pkg	342	1.72	2.00 8 oz pkg	44	2.00	1.67 - 2.00 8 oz pkg	86	1.94
Onions, yellow	1.50 - 2.00 3 lb bag	186	1.64	0.98 - 1.99 3 lb bag	362	1.71			
Onions, sweet yellow	0.49 - 1.19	270	0.87	0.33 - 1.19	372	0.77	0.89 - 1.19	32	1.04
Peppers, bell green	0.49 each	3	0.49	0.25 - 0.79 each	277	0.58	0.50 each	44	0.50
Peppers, bell green				0.99	9	0.99			
Peppers, bell red	0.49 - 1.50 each	341	1.28	0.25 - 1.50 each	940	1.05	0.50 - 1.50 each	328	1.05
Peppers, bell red				1.49	7	1.49			
Potatoes, russet	1.49 - 2.00 5 lb bag	485	1.91	0.99 - 1.50 5 lb bag	18	1.30	1.29 5 lb bag	116	1.29
Squash, zucchini				0.50 - 0.99	177	0.97	1.00	34	1.00
Sweet potatoes	0.69 - 0.79	53	0.76	0.50	14	0.50			
Tomatoes	0.79 - 1.79	166	1.31	0.33 - 0.99	72	0.58	0.49	7	0.49
Tomatoes, organic									
Tomatoes on the vine	0.49	3	0.49	2.49	21	2.49	2.49	41	2.49
Tomatoes, grape				2.50 1 pint	147	2.50	2.99 1 pint	34	2.99
Tomatoes, grape organic	3.29 1 pint	33	3.29						

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
Apples, Braeburn	Per pound	0.99 -1.49
Apples, Cameo	Per pound	0.98 -1.99
Apples, Fuji	Per pound	0.99 -1.99
Apples, Fuji	3 pound bag	3.99
Apples, Gala	Per pound	0.99 -1.99
Apples, Gala	3 pound bag	2.99 -3.99
Apples, Golden Delicious	Per pound	1.49
Apples, Granny Smith	Per pound	1.49
Apples, Pink Lady/Cripps Pink	Per pound	1.99
Apples, Red Delicious	Per pound	1.49 -2.79
Arugula, Baby Type	11 ounce container	3.99
Avocados, Hass	Each	0.58 -2.00
Blueberries	4.4 ounce container	3.29
Blueberries	6 ounce container	2.98 -3.99
Blueberries	11 ounce container	4.88
Blueberries	16 ounce container	3.99
Broccoli, Baby Hybrid Type	Per bunch	1.99
Carrots	Per bunch	1.59 -2.99
Carrots	Per pound	0.99 -1.50
Carrots	2 pound bag	1.99
Cauliflower	Per pound	1.58 -1.99
Celery	Each	1.28 -2.49
Cucumbers	Each	0.89 -1.50
Grapefruit, Red	Per pound	1.29
Grapefruit, Red or Pink	Each	0.99 -2.00
Greens, Collard	Each	3.99
Kale, Green	Each	3.99
Lemons	Each	0.50 -0.99
Lemons	Per pound	0.99
Lemons	2 pound bag	2.99 -3.99
Lettuce, Iceberg	Each	1.69 -2.79
Lettuce, Leaf, Red or Green	Each	1.29 -1.58
Lettuce, Romaine	Each	1.29
Lettuce, Romaine Hearts	3 count package	2.50 -2.79
Mangoes	Each	1.48 -1.69
Mangoes	2 count package	2.99



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Item	Unit of Sale	Price range
Mushrooms, Whole White	8 ounce package	2.49 -3.49
Onions, Green	Per bunch	0.59
Onions, Yellow	Per pound	0.89
Onions, Yellow	3 pound bag	2.49 -2.99
Oranges, Navel	Per pound	0.69 -0.99
Oranges, Navel	Each	1.00 -1.25
Pears, Bartlett	Per pound	1.49 -1.99
Pears, Bosc	Per pound	1.48
Pears, D'Anjou	Per pound	0.89 -2.00
Pears, D'Anjou	3 pound bag	2.98
Peas, Snow	Per pound	3.99
Peppers, Bell Type, Green	Per pound	3.99
Peppers, Bell Type, Red	Per pound	2.99 -4.99
Pineapple	Per pound	1.29
Potatoes, Fingerling	Per pound	1.99
Potatoes, Fingerling	24 ounce bag	2.50
Potatoes, Red	5 pound bag	2.98
Potatoes, Russet	Per pound	0.79
Potatoes, Russet	3 pound bag	1.68
Potatoes, Russet	5 pound bag	2.50 -4.99
Raspberries	8 ounce container	3.50
Salad, Mixed Types	4-9 ounce package	2.50 -2.98
Salad, Mixed Types	10-12 ounce package	3.99 -4.49
Salad, Mixed Types	16 ounce package	4.99
Salad, Mixed Types, Loose	Per pound	5.99
Spinach, Baby Type	10-11 ounce package	3.99 -4.49
Sweet Potatoes	Per pound	1.29 -1.99
Tangelos, Minneola	Per pound	0.99 -1.38
Tomatoes, Heirloom Varieties	Per pound	3.99
Tomatoes, Plum Type	Per pound	1.48 -1.49
Tomatoes, Vine Ripes	Per pound	3.99