



Agricultural Marketing Service

Fruit and Vegetable Market News Branch

National Fruit and Vegetable Retail Report

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

Volume II – Number 29

Issued Weekly

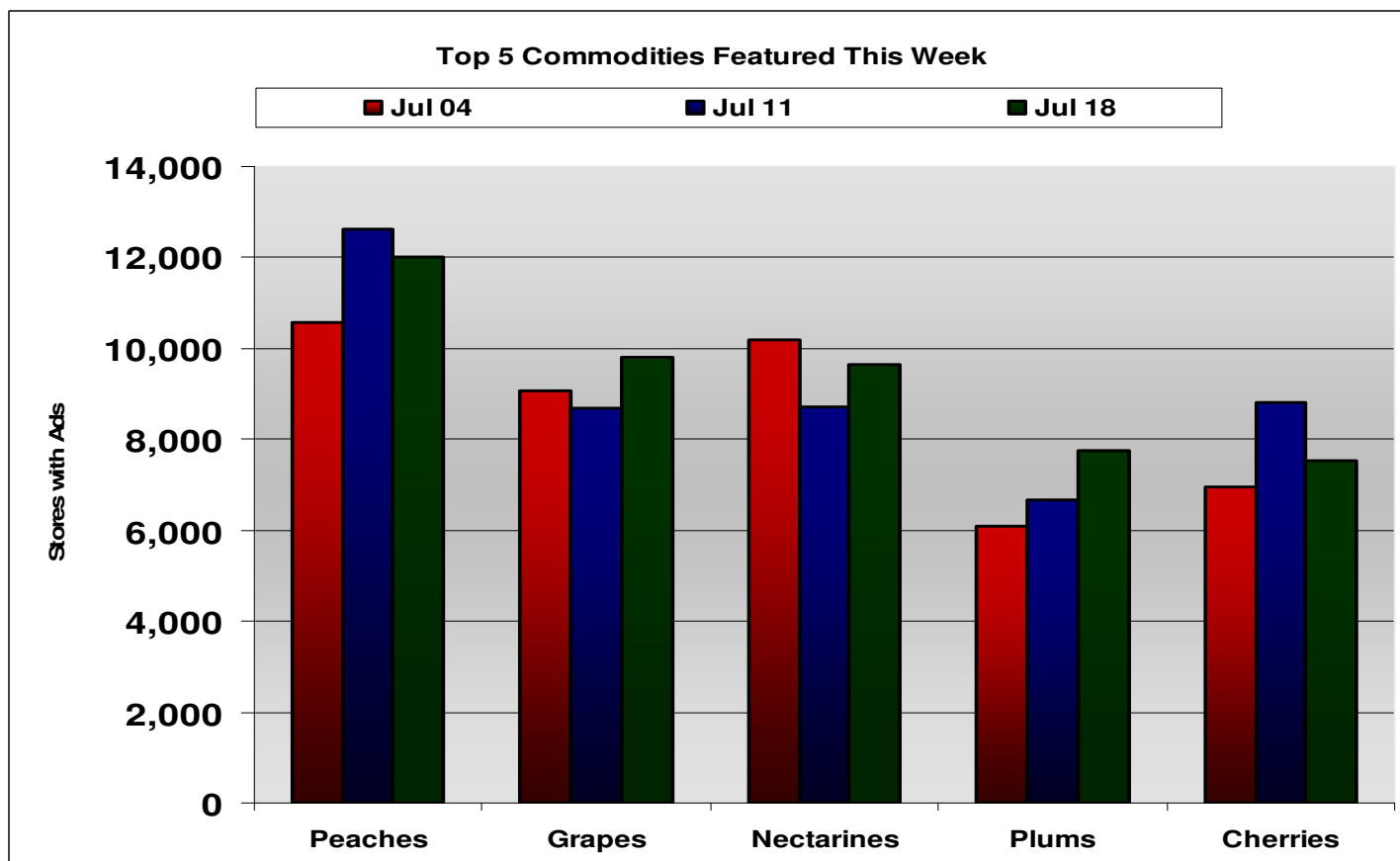
Friday, July 18, 2008

Advertised Prices for Fruits & Vegetables at Major Retail Supermarket Outlets 07/12 to 07/24^{1, 2}

Fresh Produce Ads Rebound After Last Week's Lag

Summer themed ads continue yet again this week. However, some retailers appeared to be highlighting more general grocery items and staples prominently than in previous weeks. There were an abundance of "10 for \$10" specials throughout the store and across the country. Retailers also continued to take the opportunity to highlight seasonally available and locally grown fresh produce.

After last week's decline, overall fresh produce ads rebounded with an increase of nearly 10%. Fruit ads increased more than 9% and vegetable ads increased almost 11%. As evidenced by the top 5 featured items (peaches, grapes, nectarines, plums, and cherries), fruit ads continued to eclipse vegetables in ad space, accounting for nearly 62% of total produce ads. Stone fruits were especially popular featured items and corresponded to an abundance of domestic product this season.

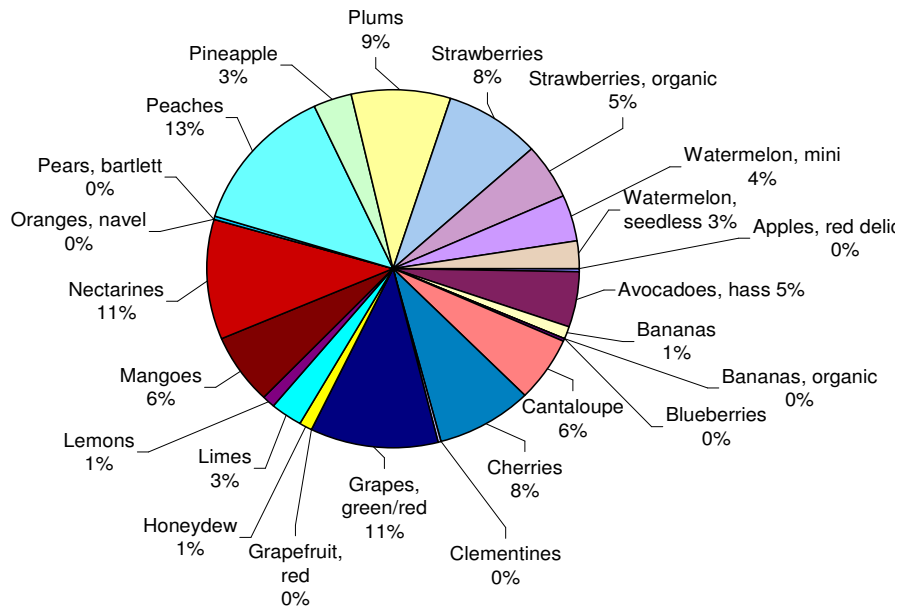


1 - Fruit and Vegetable Market News surveys more than 200 retailers, comprising roughly 17,000 individual stores, with online weekly advertised features.

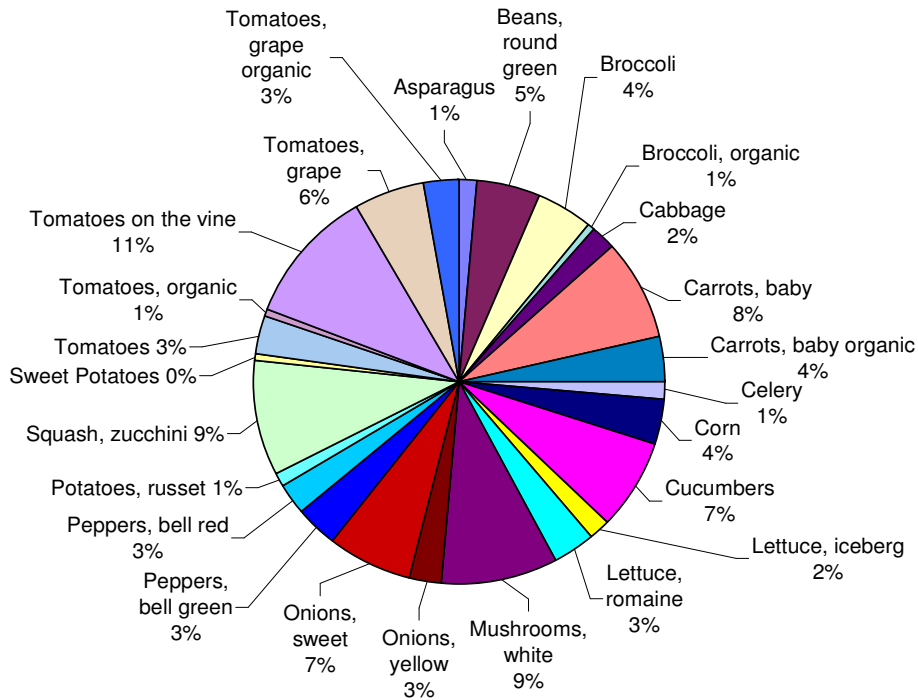
2 - Date range reflects one week of data collection ending on the report release date and encompasses ad pricing good from the Saturday before report release date through the following Thursday.



**Fruits as Percentage of Total Fruit Ads
July 18, 2008**



**Vegetables as Percentage of Total Vegetable Ads
July 18, 2008**





NATIONAL SUMMARY

FRUIT	THIS WEEK		LAST WEEK		VEGETABLE	THIS WEEK		LAST WEEK	
	Stores with Ads	Wtd Avg Prices	Stores with Ads	Wtd Avg Prices		Stores with Ads	Wtd Avg Prices	Stores with Ads	Wtd Avg Prices
Apples, red delicious	337	1.38	932	1.31	Asparagus	775	2.70	1,300	2.54
Avocados, hass each	4,310	1.36	2,625	1.36	Beans, round green	2,846	1.33	1,959	1.30
Bananas	953	0.50	272	0.40	Broccoli per bunch	2,438	1.58	1,076	1.68
Bananas, organic	189	0.87	58	0.78	Broccoli, organic per bunch	327	2.57	370	2.38
Blueberries 4.4 oz pkg	236	1.94	137	2.99	Cabbage	1,176	0.48	1,467	0.46
Cantaloupe each	5,145	2.14	5,423	2.31	Carrots, baby 1 lb bag	4,512	1.50	3,233	1.39
Cherries	7,526	3.73	8,809	3.91	Carrots, baby organic 1 lb bag	2,039	1.74	2,892	1.70
Clementines 5lb container	237	4.99	184	6.10	Celery each	773	1.29	423	1.56
Grapes, green/red	9,818	1.59	8,670	1.65	Corn each	2,020	0.38	3,525	0.40
Grapefruit, red each	40	0.93	14	0.33	Cucumbers each	4,195	0.60	3,134	0.65
Honeydew each	1,074	3.09	1,003	3.16	Lettuce, iceberg each	938	0.93	1,870	0.87
Limes each	2,390	0.43	1,883	0.31	Lettuce, romaine each	1,849	1.18	1,198	1.12
Lemons each	1,040	0.63	393	0.63	Mushrooms, white 8 oz pkg	5,247	1.81	3,070	1.86
Mangoes each	5,710	0.98	4,744	0.90	Onions, yellow 3 lb bag	1,446	1.52	765	1.70
Nectarines, yellow flesh	9,642	1.58	8,714	1.56	Onions, sweet yellow	3,695	1.07	4,484	1.07
Oranges, navel each	43	0.68	184	1.00	Peppers, bell green each	454	0.59	1,113	0.97
Pears, bartlett	192	0.75	308	1.33	Peppers, bell green	1,428	1.48	1,249	1.55
Peaches, yellow flesh	12,028	1.39	12,615	1.45	Peppers, bell red each	159	1.84	539	1.46
Pineapple each	2,916	3.38	2,408	3.29	Peppers, bell red	1,340	3.09	798	2.64
Plums	7,766	1.66	6,661	1.64	Potatoes, russett 5 lb bag	475	2.36	1,061	2.48
Strawberries 1 lb pkg	7,366	2.43	8,227	2.39	Squash, zucchini	5,246	1.18	4,003	1.18
Strawberries, organic 1 lb pkg	4,524	2.93	2,567	3.12	Sweet potatoes	266	0.94	397	0.84
Watermelon, miniature each	3,624	3.28	1,660	2.95	Tomatoes	1,822	1.50	2,004	1.68
Watermelon, seedless each	2,357	4.48	3,458	4.38	Tomatoes, organic	302	2.71	22	1.98
					Tomatoes on the vine	6,138	2.06	5,074	2.31
					Tomatoes, grape 1 pint	3,117	2.58	2,058	2.39
					Tomatoes, grape organic 1 pint	1,583	2.61	1,986	3.10

Selected Seasonal and Other Weekly Items

ITEM	THIS WEEK		LAST WEEK		ITEM	THIS WEEK		LAST WEEK	
	Stores with Ads	Wtd Avg Prices	Stores with Ads	Wtd Avg Prices		Stores with Ads	Wtd Avg Prices	Stores with Ads	Wtd Avg Prices
Cantaloupe per lb	291	0.39	1,056	0.51	Round Red Potatoes 5 lb bag	1,305	3.18	571	3.11
Watermelon, seedless per lb	2,970	0.54	2,500	0.57	Navel Oranges per lb	87	1.88		
Blackberries 6 oz	2,542	2.39	1,771	2.32	D'Anjou Pears per lb				
Russet Potatoes per lb	44	0.96	110	1.09	Raspberries 6 oz	2,720	2.65	3,442	2.52
Russet Potatoes 10 lb bag	162	4.22	88	3.42	Blueberries pint	5,957	2.58	7,145	2.62

Wtd Avg = Simple weighted average
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Week of Friday July 18, 2008

Region	NORTHEAST U.S.			SOUTHEAST U.S.			MIDWEST U.S.		
States	(CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)			(AL,FL,GA,MS,NC,SC,TN,VA,WV)			(IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)		
Fruit	Price Range	Stores with Ads	Wtd. Avg	Price Range	Stores with Ads	Wtd. Avg	Price Range	Stores with Ads	Wtd. Avg
Apples, red delicious	0.98 - 1.49	193	1.39	0.98	11	0.98	1.39	28	1.39
Avocados, hass	0.99 - 2.00 each	1,055	1.32	1.00 - 1.68 each	359	1.14	1.00 - 1.99 each	293	1.62
Bananas	0.50 - 0.69	169	0.53				0.49	251	0.49
Bananas, organic	0.79 - 0.89	175	0.88						
Blueberries				3.00 4.4 oz	45	3.00			
Cantaloupe	1.50 - 3.00 each	1,770	2.55	1.50 - 3.00 each	550	2.40	1.50 - 3.00 each	1,427	2.03
Cherries	2.99 - 4.99	2,361	3.96	2.99 - 4.99	1,876	3.68	2.49 - 4.99	545	3.13
Clementines									
Grapes, green/red	0.98 - 1.99	2,250	1.66	0.98 - 1.99	3,211	1.37	0.99 - 1.99	818	1.47
Grapefruit, red	1.25 each	26	1.25						
Honeydew	2.00 each	105	2.00	2.99 - 3.99 each	486	3.01	2.98 - 3.77 each	58	3.29
Limes	0.12 - 0.67 each	1,575	0.38	0.20 - 0.67 each	376	0.53	0.20 each	28	0.20
Lemons	0.67 - 0.69 each	584	0.67	0.67 each	244	0.67	0.69 each	110	0.69
Mangoes	0.75 - 1.50 each	2,563	1.07	0.75 - 1.25 each	720	0.97	0.67 - 1.50 each	307	1.08
Nectarines	0.88 - 1.99	2,652	1.72	0.89 1.99	1,617	1.62	0.88 - 1.99	1,121	1.45
Oranges, navel				0.68 each	43	0.68			
Pears, bartlett									
Peaches	0.79 - 1.99	3,342	1.63	0.49 - 1.99	3,894	0.96	0.88 - 1.99	1,055	1.40
Pineapple	2.50 - 3.99 each	661	3.49	2.50 - 3.49 each	390	2.96	2.88 - 3.99 each	286	3.31
Plums	0.88 - 1.99	2,564	1.72	0.99 - 2.50	2,256	1.71	0.99 - 2.00	773	1.53
Strawberries	1.68 - 3.00 16 oz pkg	1,417	2.65	1.99 - 3.00 16 oz pkg	2,529	2.60	1.33 - 3.00 16 oz pkg	1,131	2.29
Strawberries, organic	2.50 - 3.99 16 oz pkg	1,010	3.19	2.99 16 oz pkg	879	2.99	2.50 - 3.00 16 oz pkg	402	2.62
Watermelon, miniature	4.99 each	133	4.99	2.00 - 4.99 each	1,100	3.28	2.00 - 3.88 each	593	2.61
Watermelon, seedless	3.49 - 4.99 each	817	4.30	3.88 - 4.99 each	654	4.68	2.50 - 4.99 each	244	4.54

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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	1.28 - 1.39	57	1.33	1.49	48	1.49			
Avocados, hass	0.20 - 1.50 each	512	1.05	0.33 - 2.50 each	1,564	1.46	0.50 - 1.67 each	527	1.44
Bananas	0.39	13	0.39	0.49 - 0.59	520	0.50			
Bananas, organic	0.79	14	0.79						
Blueberries	3.00 4.4 oz	18	3.00	1.49 - 2.50 4.4 oz	173	1.55			
Cantaloupe	0.99 - 3.00 each	980	1.55	1.00 - 2.00 each	272	1.36	2.50 each	146	2.50
Cherries	1.59 - 4.99	1,114	3.99	1.99 - 4.99	776	3.48	1.58 - 4.99	854	3.50
Clementines	4.99 5lb container	237	4.99						
Grapes, green/red	0.98 - 2.99	1,278	1.93	0.78 - 2.99	2,039	1.67	0.88 - 1.99	222	1.89
Grapefruit, red				0.33 each	14	0.33			
Honeydew	3.00 - 3.99 each	340	3.65	2.50 each	85	2.50			
Limes	0.08 - 0.10 each	213	0.09	0.20 - 1.50 each	198	0.94			
Lemons				0.20 - 0.50 each	102	0.25			
Mangoes	0.33 - 0.99 each	163	0.82	0.33 - 1.00 each	1,755	0.85	0.99 each	202	0.99
Nectarines	0.33 - 2.00	1,580	1.36	0.33 - 1.99	2,009	1.54	0.89 - 1.99	663	1.71
Oranges, navel									
Pears, bartlett	0.99	6	0.99	0.49 - 1.27	186	0.75			
Peaches	0.69 - 1.99	782	1.54	0.49 - 1.99	2,344	1.65	0.78 - 1.99	611	1.51
Pineapple	2.50 - 3.99 each	721	3.51	2.49 - 3.99 each	518	3.08	2.50 - 3.99 each	340	3.87
Plums	0.50 - 2.50	522	1.53	0.33 - 1.99	1,311	1.56	1.29 - 1.99	340	1.80
Strawberries	1.25 - 3.00 16 oz pkg	1,070	2.24	0.99 - 3.00 16 oz pkg	1,127	2.14	1.50 - 2.99 16 oz pkg	92	2.27
Strawberries, organic	2.99 - 3.49 16 oz pkg	351	3.01	2.00 - 3.00 16 oz pkg	1,367	2.77	1.98 - 3.50 16 oz pkg	515	2.94
Watermelon, miniature	2.50 - 3.99 each	354	3.48	0.99 - 3.99 each	1,031	3.15	2.50 - 4.00 each	413	3.85
Watermelon, seedless	2.50 - 5.99 each	321	5.34	2.50 - 3.99 each	316	3.59	3.99 each	5	3.99

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Vegetable	Price Range	Stores with Ads	Wtd. Avg	Price Range	Stores with Ads	Wtd. Avg	Price Range	Stores with Ads	Wtd. Avg
Asparagus	1.78 - 2.99	450	2.85	2.50 - 2.99	15	2.57	1.99 - 2.99	262	2.40
Beans, round green	0.98 - 1.50	1,070	1.33	0.99 - 1.49	1,516	1.32	0.99 - 1.69	147	1.32
Broccoli	1.28 - 1.99 per bunch	445	1.60	1.28 - 2.50 per bunch	1,627	1.65	1.50 - 1.60 per bunch	18	1.52
Broccoli, organic	2.50 - 2.99 per bunch	187	2.87				2.99 per bunch	26	2.99
Cabbage	0.34 - 0.58	958	0.48	0.49	16	0.49	0.33	23	0.33
Carrots, baby	1.50 - 2.00 1 lb bag	1,574	1.53	1.50 - 1.99 1 lb bag	1,478	1.54	0.99 - 1.88 1 lb bag	586	1.22
Carrots, baby organic	1.50 - 2.50 1lb bag	792	1.80				1.50 1lb bag	100	1.50
Celery	1.88 each	26	1.88	1.88 - 1.68 each	43	1.68	0.99 - 1.50 each	47	1.24
Corn	0.10 - 0.67 each	645	0.37	0.25 - 0.50 each	98	0.40	0.25 each	70	0.25
Cucumbers	0.25 - 0.99 each	1,309	0.57	0.50 - 0.98 each	1,203	0.60	0.25 - 0.88 each	530	0.61
Lettuce, iceberg	0.98 - 0.99 each	187	0.99	0.88 - 1.68 each	110	1.25	0.98 - 1.29 each	135	1.22
Lettuce, romaine	0.99 - 1.59 each	619	1.11	1.29 - 1.79 each	191	1.60	1.29 each	70	1.29
Mushrooms, white	1.00 - 2.00 8 oz pkg	1,261	1.82	1.00 - 2.00 8 oz pkg	1,852	1.78	0.99 - 2.00 8 oz pkg	495	1.64
Onions, yellow	2.49 3 lb bag	196	2.49	1.59 3 lb bag	37	1.59	1.99 3 lb bag	23	1.99
Onions, sweet yellow	0.88 - 1.50	1,149	1.24	0.79 - 1.49	1,175	0.99	0.68 - 0.99	418	0.86
Peppers, bell green				0.67 - 0.68 each	133	0.67	0.50 - 0.68 each	128	0.64
Peppers, bell green	1.49 - 1.50	1,044	1.49	1.49 - 1.68	355	1.51			
Peppers, bell red				1.50 - 2.00 each	130	1.91			
Peppers, bell red	2.99 - 3.99	230	3.60	2.99	1,055	2.99	2.98	35	2.98
Potatoes, russet	1.78 - 2.99 5 lb bag	195	2.07	2.99 5 lb bag	152	2.99	2.50 5 lb bag	28	2.50
Squash, zucchini	0.99 - 1.79	1,439	1.38	0.99 - 1.79	761	1.36	0.77 - 1.69	778	1.15
Sweet potatoes				0.69	23	0.69	0.68	21	0.68
Tomatoes	0.98 - 1.99	634	1.70	0.97 - 1.74	253	1.51	1.29 - 1.58	492	1.50
Tomatoes, organic	1.39 - 2.99	157	1.73						
Tomatoes on the vine	1.69 - 2.99	2,112	2.37	0.98 - 2.69	1,849	1.84	1.49 - 1.99	601	1.79
Tomatoes, grape	2.00 - 2.99 1 pint	1,020	2.63	1.50 - 2.99 1 pint	1,929	2.59	2.00 1 pint	63	2.00
Tomatoes, grape organic	2.00 - 3.50 1 pint	1,230	2.59	2.50 1 pint	10	2.50	2.00 - 2.88 1 pint	165	2.36

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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				2.99	27	2.99	2.98 - 2.99	21	2.99
Beans, round green	1.49	43	1.49	1.59	10	1.59	0.99 - 1.99	60	1.43
Broccoli	0.99 - 1.59 per bunch	339	1.21	2.99 per bunch	9	2.99			
Broccoli, organic	1.99 per bunch	24	1.99	1.99 per bunch	90	1.99			
Cabbage	0.49 - 0.59	78	0.51	0.33	14	0.33	0.39 - 0.49	87	0.46
Carrots, baby	1.00 - 2.00 1 lb bag	399	1.27	1.69 - 2.00 1 lb bag	254	1.93	1.00 - 1.69 1 lb bag	221	1.64
Carrots, baby organic	1.50 - 1.99 1 lb bag	574	1.67	1.50 - 1.99 1lb bag	265	1.53	1.50 - 2.00 1lb bag	308	1.97
Celery	0.99 - 1.29 each	94	1.03	0.69 - 1.79 each	445	1.39	0.88 each	118	0.88
Corn	0.37 - 0.50 each	150	0.48	0.25 - 0.60 each	787	0.38	0.33 - 0.50 each	270	0.41
Cucumbers	0.33 - 0.69 each	255	0.54	0.33 - 0.79 each	651	0.65	0.25 - 0.79 each	247	0.73
Lettuce, iceberg	0.50 - 1.00 each	309	0.83	0.50 - 0.99 each	114	0.67	0.33 - 0.98 each	83	0.67
Lettuce, romaine	0.77 - 1.50 each	416	1.27	0.88 - 1.29 each	285	1.09	0.88 - 1.29 each	268	0.98
Mushrooms, white	1.00 - 2.00 8 oz pkg	648	1.60	1.50 - 3.00 8 oz pkg	599	2.42	1.50 - 2.00 8 oz pkg	392	1.55
Onions, yellow	0.69 - 2.64 3 lb bag	461	1.43	0.69 - 1.99 3 lb bag	729	1.30			
Onions, sweet yellow	0.79 - 1.00	165	0.88	0.99 - 1.29	457	1.19	0.68 - 0.99	331	0.93
Peppers, bell green	0.50 - 0.60 each	193	0.51						
Peppers, bell green				0.79	29	0.79			
Peppers, bell red				1.50 each	16	1.50	1.50 each	13	1.50
Peppers, bell red	2.99	20	2.99						
Potatoes, russet	1.99 - 2.50 5 lb bag	80	2.19				0.88 5 lb bag	20	0.88
Squash, zucchini	0.99 - 1.39	1,177	1.10	0.50 - 1.29	1,025	0.93	0.48 - 1.29	66	0.75
Sweet potatoes	0.89 - 1.00	222	0.99						
Tomatoes	0.97 - 2.49	147	1.58	0.33 - 1.49	151	0.81	0.58 - 1.59	145	1.26
Tomatoes, organic	3.99	125	3.99	2.99	8	2.99	1.99	12	1.99
Tomatoes on the vine	1.50 - 2.99	197	2.14	1.29 - 2.50	901	2.10	0.99 - 1.99	478	1.83
Tomatoes, grape	2.00 - 2.50 1 pint	105	2.22						
Tomatoes, grape organic	2.99 - 3.00 1 pint	178	3.00						

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