Celebration Sales

Retailers focused on holiday occasions this week. Several offered one day sales for Veteran’s Day and messages of thanks to veterans, with one store posting pictures of store employees that have served in the armed forces. Thanksgiving was the predominant theme, with sweet potatoes, Brussels sprouts, cranberries, pomegranates, hard squash, and potatoes widely promoted. Chilis, onions, and tomatillos for tamale making were popular in southwest and Latin stores. Baking supplies were showcased, as were turkeys, hams, and roasts. Christmas décor and gift ideas appeared in the seasonal sections of the ads. Poinsettias adorned floral sections.

Total ad numbers this week were 319,020, an 8% increase from last week’s 296,616. Ad numbers this week were 8% lower than for the same week last year. The total number of ads broken out by commodity groups: fruit 168,594 (53% of all ads), onions and potatoes 26,965 (8%), vegetables 118,477 (37%), herbs 893, ornamentals 3,142, and hemp 949. The number of ads for organic produce was 51,722, 16% of total ads.

The following are the prices of major advertised items (3,000 plus stores) this week, compared to the same week last year. Significant increases in price for fruit this week included seedless grapes (red at 30%, white at 16%, black at 12%), avocados at 17%, and raspberries at 13%. There were no significant decreases. There were no significant changes in price for onions and potatoes. Significant increases in vegetable prices this week included hard squash (spaghetti and butternut at 14%, acorn at 13%). Significant decreases included only zucchini at 23%.

For more detailed information on organic and locally grown produce visit the National Retail–Local and Organic Report at: http://www.ams.usda.gov/mnreports/wa_lo100.txt

1 - Specialty Crops Market News surveys over 400 retailers, comprising over 30,300 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 Friday.
Top 10 Fruits as Percentage of Total Fruit Ads

- Apples, 18%
- Apples, Processed, 4%
- Avocados, 7%
- Blueberries, 8%
- Cranberries, 6%
- Grapes, 20%
- Misc Berries, 6%
- Oranges, 4%
- Pears, 6%
- Raspberries, 5%

Top 10 Vegetables as Percentage of Total Vegetable Ads Including Onions and Potatoes

- Asparagus, 6%
- Brussels Sprouts, 3%
- Carrots, 6%
- Onions, Dry, 6%
- Peppers, Bell Type, 10%
- Potatoes, 12%
- Salad, 8%
- Squash, 17%
- Sweet Potatoes, 3%
- Tomatoes, 3%
# NATIONAL SUMMARY

(not including AK & HI)

## FRUITS

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<th>Commodity</th>
<th>Variety</th>
<th>Unit</th>
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Wtd Avg - Simple weighted average
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**ORGANIC**

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### Pomegranates
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- **Unit:**
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  - **Wtd Avg Price:**
  - **Stores With Ads:**
  - **Wtd Avg Price:**
  - **Stores With Ads:**
  - **Wtd Avg Price:**
  - **Stores With Ads:**
  - **Wtd Avg Price:**

### Raspberries
- **Variety:** Red
- **Unit:** 6 oz package
- **Price:**
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  - **Wtd Avg Price:**
  - **Stores With Ads:**
  - **Wtd Avg Price:**
  - **Stores With Ads:**
  - **Wtd Avg Price:**

### Strawberries
- **Variety:** Red Flesh Seedless
- **Unit:** each
- **Price:**
  - **Stores With Ads:**
  - **Wtd Avg Price:**
  - **Stores With Ads:**
  - **Wtd Avg Price:**
  - **Stores With Ads:**
  - **Wtd Avg Price:**

### Watermelons
- **Variety:** Red Flesh Seedless Miniature
- **Unit:** each
- **Price:**
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  - **Wtd Avg Price:**
  - **Stores With Ads:**
  - **Wtd Avg Price:**
  - **Stores With Ads:**
  - **Wtd Avg Price:**

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**ORGANIC**

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Wtd Avg - Simple weighted average
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<th>Price 2</th>
<th>Price 3</th>
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Wtd Avg - Simple weighted average
### Squash

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<th>LAST WEEK</th>
<th>LAST YEAR</th>
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<tr>
<td></td>
<td>per pound</td>
<td>674</td>
<td>1.87</td>
<td>292</td>
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<tr>
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### OTHER SPECIALTY CROPS ITEMS

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<th>THIS WEEK</th>
<th>LAST WEEK</th>
<th>LAST YEAR</th>
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### ORGANIC

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<th>Variety</th>
<th>Unit</th>
<th>THIS WEEK</th>
<th>LAST WEEK</th>
<th>LAST YEAR</th>
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## REGIONAL DETAILS

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Wtd Avg - Simple weighted average
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**ONIONS AND POTATOES**

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Wtd Avg - Simple weighted average
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Wtd Avg - Simple weighted average
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<td>Vine Ripes</td>
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<td>Vegetables Other Cactus Leaf (Nopales)</td>
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**VEGETABLES - ORGANIC**

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<td>each</td>
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<td>Cucumbers Long Seedless-Greenhouse</td>
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<tr>
<td>Greens Kale</td>
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<td>70</td>
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<tr>
<td>Lettuce, Other Green Leaf</td>
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<td>Mushrooms Portobella</td>
<td>8 oz package</td>
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<tr>
<td>Mushrooms Portobella</td>
<td>6 oz package</td>
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<td>7</td>
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<tr>
<td>Mushrooms White</td>
<td>8 oz package</td>
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<td>Pumpkins Pie Type</td>
<td>per pound</td>
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<td>110</td>
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<td>Salad Mixed Types</td>
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<td>Spinach, Flat, Baby Type</td>
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<td>Spinach, Flat, Baby Type</td>
<td>5 - 6 oz package</td>
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<td>Squash, Acorn</td>
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<td>Squash, Butternut</td>
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<td>Squash, Spaghetti</td>
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<td>Squash, Yellow Crookneck/Straightneck</td>
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<td>Tomatoes</td>
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<td>57</td>
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<td>Tomatoes, Vine Ripes, On The Vine-Greenhouse</td>
<td>per pound</td>
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<tr>
<td>Tomatoes, Grape Type</td>
<td>1 pint package</td>
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**OTHER SPECIALTY CROPS ITEMS**

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<th>% Marked Local</th>
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<td>Hemp Seeds-Shelled</td>
<td>8 oz package</td>
<td>10.49</td>
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<td>10.49</td>
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<td>Hemp Seeds-Shelled</td>
<td>16 oz package</td>
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**OTHER SPECIALTY CROPS ITEMS - ORGANIC**

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<td>Hemp (Seeds) Oil</td>
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<td>4 oz package</td>
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**SEASONAL ITEMS**

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<td>Chayote</td>
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Wtd Avg - Simple weighted average
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#### Commodity Variety

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<td>Braeburn</td>
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<td>0.99</td>
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Wtd Avg - Simple weighted average
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**FRUITS - ORGANIC**

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Wtd Avg - Simple weighted average
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<th>Commodity Variety</th>
<th>Unit Description</th>
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<th>northwest u.s.</th>
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**ONIONS AND POTATOES**

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Wtd Avg - Simple weighted average
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**ONIONS AND POTATOES - ORGANIC**

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**VEGETABLES**

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Wtd Avg - Simple weighted average
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**VEGETABLES - ORGANIC**

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Wtd Avg - Simple weighted average
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<tr>
<th>Commodity Variety</th>
<th>Unit</th>
<th>SOUTH CENTRAL U.S.</th>
<th>SOUTHWEST U.S.</th>
<th>NORTHWEST U.S.</th>
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</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Price Range</td>
<td>Stores with Ads</td>
<td>Wtd Avg Price</td>
</tr>
<tr>
<td>Sweet Potatoes</td>
<td>per pound</td>
<td>2.77-2.79</td>
<td>16</td>
<td>2.79</td>
</tr>
<tr>
<td>Tomatoes</td>
<td>per pound</td>
<td>1.99-2.99</td>
<td>329</td>
<td>2.82</td>
</tr>
<tr>
<td>Tomatoes, Grape Type</td>
<td>10 oz package</td>
<td>2.29</td>
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**OTHER SPECIALTY CROPS ITEMS**

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<th>Variety</th>
<th>Unit</th>
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<th>% Marked Local</th>
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<tr>
<td>Hemp Protein</td>
<td>16 oz package</td>
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<td>53</td>
<td>14.79</td>
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<tr>
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<td>53</td>
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**OTHER SPECIALTY CROPS ITEMS - ORGANIC**

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<th>% Marked Local</th>
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<tr>
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<td>16 oz package</td>
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<td>5.99</td>
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<td>Hemp Seeds-Shelled</td>
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**SEASONAL ITEMS**

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<th>Stores with Ads</th>
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<th>% Marked Local</th>
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<td>per pound</td>
<td>0.50-0.67</td>
<td>91</td>
<td>0.63</td>
<td>0.59-0.79</td>
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<td>Chayote</td>
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<td>47</td>
<td>0.10</td>
<td>0.33-0.50</td>
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</tr>
<tr>
<td>Tulips</td>
<td>bunched 10s</td>
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**FRUITS**

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<th>HAWAII U.S.</th>
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<td>Stores with Ads</td>
</tr>
<tr>
<td>Apples</td>
<td>per pound</td>
<td>1.99</td>
<td>7</td>
</tr>
<tr>
<td>Apples</td>
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<td>2</td>
</tr>
<tr>
<td>Apples</td>
<td>3 lb bag</td>
<td>4.69</td>
<td>4</td>
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Wtd Avg - Simple weighted average
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<th>HAWAII U.S.</th>
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<td></td>
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<td>Stores with Ads</td>
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<tr>
<td>Fuji</td>
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<td></td>
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<tr>
<td>Apples</td>
<td>Gala</td>
<td>per pound</td>
<td>1.69-2.49</td>
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<tr>
<td>Apples</td>
<td>Granny Smith</td>
<td>per pound</td>
<td>1.29-2.19</td>
</tr>
<tr>
<td>Apples</td>
<td>Honeycrisp</td>
<td>2 lb bag</td>
<td>5.99</td>
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<tr>
<td>Avocados</td>
<td>Hass</td>
<td>each</td>
<td>1.00-1.67</td>
</tr>
<tr>
<td>Bananas</td>
<td>per pound</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Blueberries</td>
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<td>package</td>
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<tr>
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<td>package</td>
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<tr>
<td>Grapefruit</td>
<td>Red</td>
<td>each</td>
<td>1.25</td>
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<tr>
<td>Grapes</td>
<td>Black Seedless</td>
<td>per pound</td>
<td>2.99-3.79</td>
</tr>
<tr>
<td>Grapes</td>
<td>Red Seedless</td>
<td>per pound</td>
<td>1.59-3.79</td>
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<tr>
<td>Grapes</td>
<td>White Seedless Type</td>
<td>per pound</td>
<td>1.59-3.79</td>
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<tr>
<td>Kiwifruit</td>
<td>Hayward</td>
<td>each</td>
<td></td>
</tr>
<tr>
<td>Lemons</td>
<td></td>
<td>each</td>
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</tr>
<tr>
<td>Limes</td>
<td></td>
<td>each</td>
<td>2.38</td>
</tr>
<tr>
<td>Mangoes</td>
<td></td>
<td>each</td>
<td></td>
</tr>
<tr>
<td>Mangoes</td>
<td></td>
<td>per pound</td>
<td></td>
</tr>
<tr>
<td>Misc Berries</td>
<td></td>
<td>5.6 - 6 oz</td>
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<tr>
<td>Misc Citrus</td>
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<td>Satsuma</td>
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<td>Navel</td>
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<td>Papaya</td>
<td></td>
<td>Maradol/Tainung Types</td>
<td>per pound</td>
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<td></td>
<td>Solo Type</td>
<td>per pound</td>
</tr>
<tr>
<td>Pears</td>
<td></td>
<td>Bartlett</td>
<td>0.69-1.99</td>
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<tr>
<td>Pears</td>
<td></td>
<td>Bosc</td>
<td>1.99</td>
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<tr>
<td>Pears</td>
<td></td>
<td>D'Anjou</td>
<td>1.99</td>
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<tr>
<td>Pineapples</td>
<td></td>
<td>each</td>
<td>2.99</td>
</tr>
<tr>
<td>Pomegranates</td>
<td></td>
<td>each</td>
<td>3.00</td>
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<tr>
<td>Persimmons</td>
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<td>per pound</td>
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</tr>
<tr>
<td>Raspberries</td>
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<td>6 oz</td>
<td>3.48-3.50</td>
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Wtd Avg - Simple weighted average
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<th>Commodity Variety</th>
<th>Unit</th>
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<th>HAWAII U.S.</th>
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<tr>
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<td>package</td>
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<td><strong>FRUITS - ORGANIC</strong></td>
<td></td>
<td></td>
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<tr>
<td>Apples</td>
<td>Fuji</td>
<td>2 lb bag</td>
<td>4.38</td>
</tr>
<tr>
<td>Apples</td>
<td>Honeycrisp</td>
<td>per pound</td>
<td>1.29-3.79</td>
</tr>
<tr>
<td>Avocados</td>
<td>Hass</td>
<td>each</td>
<td>1.39-2.50</td>
</tr>
<tr>
<td>Avocados</td>
<td>Various Greenskin Varieties</td>
<td>per pound</td>
<td>1.49</td>
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<tr>
<td>Bananas</td>
<td></td>
<td>per pound</td>
<td>1.79</td>
</tr>
<tr>
<td>Cranberries</td>
<td>8 oz package</td>
<td>3.50</td>
<td>1</td>
</tr>
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<td>Pears</td>
<td>Bartlett</td>
<td>per pound</td>
<td>2.29</td>
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<td>Onions, Dry Yellow</td>
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<td>Potatoes Russet</td>
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<td>Cucumbers</td>
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<td>Peppers, Bell Type</td>
<td>per pound</td>
<td>3.49</td>
<td>21</td>
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Wtd Avg - Simple weighted average
<table>
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<tr>
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<th>HAWAII U.S.</th>
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<tr>
<td>Salad Mixed Types</td>
<td>5 - 9 oz package</td>
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<td>26</td>
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<tr>
<td>Spinach</td>
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<td>Spinach Flat, Baby Type</td>
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<td>per pound</td>
<td>2.19</td>
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**VEGETABLES - ORGANIC**

<table>
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<th>HAWAII U.S.</th>
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<td>3.48</td>
<td>3</td>
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<td>Cauliflower</td>
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<td>Celery</td>
<td>each</td>
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<tr>
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<td>Squash Acorn</td>
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<td>Squash Butternut</td>
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<td>Squash</td>
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Wtd Avg - Simple weighted average
<table>
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<th>HAWAII U.S.</th>
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<tbody>
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<td>Wtd Avg Price</td>
<td>% Marked Local</td>
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<td>Stores with Ads</td>
<td>Wtd Avg Price</td>
<td>% Marked Local</td>
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<td></td>
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<tr>
<td>Yellow Crookneck/Straightneck Squash Zucchini</td>
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<td>2.19</td>
<td>3.50</td>
<td>11</td>
<td>3.50</td>
<td>3.50</td>
<td></td>
<td></td>
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<td></td>
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<tr>
<td>Tomatoes, Grape Type</td>
<td>10 oz package</td>
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<td>11</td>
<td>3.50</td>
<td>3.50</td>
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</tbody>
</table>

**SEASONAL ITEMS**

| Potted Plants Chrysanthemum | 6 inch pot | 13.99 | 11 | 13.99 |

**REGIONAL DEFINITIONS**

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

<table>
<thead>
<tr>
<th>REGIONAL DEFINITIONS</th>
<th>INCLUDES</th>
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<td>Connecticut, Delaware, Massachusetts, Maryland, Maine, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island and Vermont</td>
</tr>
<tr>
<td>SOUTHEAST U.S.</td>
<td>Alabama, Florida, Georgia, Mississippi, North Carolina, South Carolina, Tennessee, Virginia and West Virginia</td>
</tr>
<tr>
<td>MIDWEST U.S.</td>
<td>Iowa, Illinois, Indiana, Kentucky, Michigan, Minnesota, North Dakota, Nebraska, Ohio, South Dakota and Wisconsin</td>
</tr>
<tr>
<td>SOUTH CENTRAL U.S.</td>
<td>Arkansas, Colorado, Kansas, Louisiana, Missouri, New Mexico, Oklahoma, and Texas</td>
</tr>
<tr>
<td>SOUTHWEST U.S.</td>
<td>Arizona, California, Nevada and Utah</td>
</tr>
<tr>
<td>NORTHWEST U.S.</td>
<td>Idaho, Montana, Oregon, Washington, and Wyoming</td>
</tr>
<tr>
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<td>Alaska</td>
</tr>
<tr>
<td>HAWAII U.S.</td>
<td>Hawaii</td>
</tr>
</tbody>
</table>

Wtd Avg - Simple weighted average