Market News is...

The Eyes and Ears of American Agriculture
Market News

Mission

To provide timely, accurate, and unbiased information on current agricultural markets.
Our Motto

- Get It
- Get It Right
- Get It Out
Market Levels Covered

- Shipping point or f.o.b.
- Terminal/wholesale
- Retail – advertised weekly specials
- Farmers markets and farmers auctions
Other Information

Products

- Apple Juice Concentrate
- Grape Cold Storage
- Apples for Processing
- International markets of interest
- Honey and Beekeeping
Movement Data from Market News

- Shipments, domestic
  - Truck, rail

- Crossings from Mexico
  - Trucks, air, boat

- Imports – 63 countries
  - Air, truck, boat
Key Reports Issued

- Fresh Fruit and Vegetable National Shipping Point Trends
- National Retail Report – Specialty Crops
- Fruit and Vegetable Truck Rate Report
- Daily Movement Report
- Mexican Crossings Report
- National Specialty Crops Organic Summary
National Retail Report – Specialty Crops

Advertised Prices for Specialty Crops at Major Retail Supermarket Outlets ending during the period of 04/29 to 05/11

Fiesta Time!

Avocados, tomatoes, cilantro, mangoes, onions, limes and jalapenos were on ad this week for Cinco de Mayo festivities. Mother’s Day items such as strawberries, asparagus and roses were featured too. New crop summer favorites are becoming popular as the first California peaches appeared, alongside imported pears and apples, and desert melons.

Total ad numbers this week were 376,112, steady from last week’s 372,124 ads. The total number of ads broken out by commodity groups: fruit 178,853 (48% of all ads), onions and potatoes 35,447 (9%), vegetables 149,716 (40%), herbs 5,136 (1%) and ornamentals 6,691 (2%). The number of ads for organic produce was 51,754, 14% 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. The sole significant increase in price for fruit items this week was for Hass avocados at 21%. Significant decreases included pineapples at 20%. Gala apples at 15%, limes and mangoes both at 13% and organic strawberries at 11%. Red onion prices decreased by 16% and potato prices were steady. Significant increases in vegetable prices this week included jalapenos at 13% and salad at 12%, while Roma tomatoes decreased by 19%. Cilantro increased in price by 13% this week.

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

Top 5 Commodities Featured This Week

1. Specialty Crops Market News surveys over 400 retailers, comprising over 30,000 individual stores, with online weekly advertised features.
2. Date range reflects one week of data collected ending on the report date and encompasses ad pricing good from the Saturday before the report release date through the following Friday.
### FRUIT AND VEGETABLE TRUCK RATE REPORT, WEEK ENDING TUESDAY MAY 2 2017

Rates quoted represent open (spot) market sales that shippers or receivers pay, depending on basis of sale, per load, including brokers' fees for shipments in truck load volume to a single destination. Extra charges for delivery to terminal markets, multi-pickup and multi-drop shipments are not included unless otherwise stated. Rates are based on the most usual loads in 40-55 foot refrigerated trailers from the origin shipping area to the destination receiving city. The ten cities of destination are Atlanta, Georgia; Baltimore, Maryland; Boston, Massachusetts; Chicago, Illinois; Dallas, Texas; Los Angeles, California; Miami, Florida; New York, New York; Philadelphia, Pennsylvania; and Seattle, Washington.

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<th>DISTRICT/REGION</th>
<th>TRUCK AVAILABILITY</th>
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<td>Surplus</td>
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<td>Mexico Crossings Through Nogales, AZ</td>
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<td>Imperial &amp; Coachella Valley California</td>
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<td>Kern District California</td>
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<td>Oxnard District California</td>
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<td>Salinas-Watsonville California</td>
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<td>Santa Maria California</td>
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<td>South and Central California</td>
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<td>San Luis Valley Colorado</td>
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<td>South Florida</td>
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<td>South Georgia (blueberries)</td>
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<td>Vidalia District Georgia</td>
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<td>Idaho and Malheur County Oregon</td>
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<td>Upper Valley, Twin Falls-Burley District</td>
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<td>Louisiana</td>
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<td>Aroostook County Maine</td>
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<td>Michigan (apples)</td>
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<td>Mississippi</td>
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<td>Eastern North Carolina</td>
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<td>New York (apples)</td>
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<td>New York (onions)</td>
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<td>Lower Rio Grande Valley Texas</td>
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<td>Mexico Crossings Through Texas</td>
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<td>Columbia Basin Washington</td>
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<td>Yakima Valley &amp; Wenatchee District WA</td>
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<td>Central Wisconsin</td>
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Unless otherwise stated, shipments, crossings or imports are for the weeks ending April 15, 22, 29, 2017 in that order in thousand hundredweight (cent) or 100,000 pound units. Expected movement is for the period April 30 - May 13, 2017. Prices are for Monday, May 01, 2017 compared to Monday, April 24, 2017. Unless otherwise stated, sales are F.O.B. Shipping Point Basis (including Delivered Sales). F.O.B. Shipping Point Basis or port of entry and entry services are included. Prices represent open (spot) market sales by first handlers on product of generally good quality and condition unless otherwise stated and may include promotional allowances or other incentives. No consideration is given to after-sale adjustments unless otherwise stated. Brokerage fees paid by shipper are included in the price reported.

**BERRIES**

**BLUEBERRIES**

CENTRAL AND NORTHERN FLORIDA—Shipments 30-34-12—Movement expected to continue seasonal decline. Trading fairly active. Prices lower. Flats 12 1-pint flats with lids 20-00-26.00, 12 6-ounce cups with lids large mostly 14.00. Includes palletizing and precleaning. Quality good.

SOUTH GEORGIA—Shipments 8-18-8—Movement expected to increase. Trading moderate. Prices lower. Flats 12 1-pint cups with lids medium-large 22.00-26.00, 12 6-ounce cups with lids medium-large 13.00-16.00. Quality mostly good.

SOUTH AND CENTRAL CALIFORNIA DISTRICT—Shipments 7-7-12—Movement expected to increase. Trading active at lower prices. Prices lower. Flats 12 6-ounce cups with lids medium-large 18.00-20.00; organic mostly 55.00-55.50. Includes palletizing and cooling. Quality variable.


EASTERN NORTH CAROLINA—Light movement expected weekly ending May 13, with most shippers estimating weekly ending May 20. Early varieties, especially; experienced damage from freezing temperatures March 12-13. Currently, no F.O.B. is being issued.

**MISCELLANEOUS BERRIES**

**MEXICO CROSSINGS THROUGH ARIZONA, CALIFORNIA & TEXAS DISTRICT:** Crossings 17-35-50—Movement expected to remain about the same. Trading fairly active. Prices unchanged. Flats 12 6-ounce cups with lids blackberries 12.00-14.00. Includes palletizing and cooling. Quality variable.

**RASPBERRIES**


**STRAWBERRIES**

**OXNARD, CALIFORNIA DISTRICT:** Shipments 259-233-189—Movement expected to decrease. Trading slow. Prices organic unchanged, others lower. Flats 8 1-pound containers with lids small-medium 5.00-7.00; organic 10.00-12.00. Includes palletizing and cooling. Quality variable.

**SANTA MARIA, CALIFORNIA DISTRICT:** Shipments 235-184-295—Movement expected to remain about the same. Trading fairly slow. Prices lower. Flats 8 1-pound containers with lids medium-large 5.00-7.00; organic 7.00-9.00. Includes palletizing and cooling. Quality variable.

**CITRUS FRUIT**

**GRAPEFRUIT**

**FLORIDA—Shipments 1-2-0 (includes export 0-0-0)—Prices not reported. LAST REPORT.**

**LEMONS**

**SOUTH AND CENTRAL DISTRICT CALIFORNIA—Shipments Moderates—Movement expected to decrease slightly. Trading active. Prices Shippers Choice 115-140 and Organic 140 slightly higher, others generally unchanged. 710 bushel carts. Shippers First Grade 75% mostly 31.53-33.53; 95% mostly 36.53-38.53; 140 mostly 36.53-41.53, 160s 35.75-39.50, 200s 31.75-36.53; 250s mostly 28.05-33.53; Shippers Choice 75% mostly 18.53-21.53; 25% mostly 23.53-25.53; 11% mostly 24.00-27.53, 140 mostly 28.45-34.53; 160 mostly 31.75-36.53; 200 mostly 30.75-35.53, 250 mostly 23.00-32.53; ORGANIC Shippers First Grade 95% mostly 45.00-48.05, 115s mostly 45.00-48.53, 140s mostly 42.00-48.53, 160s mostly 40.05-46.53.

**LIMES**

**MEXICO CROSSINGS THROUGH TEXAS—Crossings 211-171-254—Movement expected to decrease slightly. Trading 110-150 slightly higher. Prices generally unchanged. 40 pound cartons Seedless type 110s 20-00-22.00, 150s mostly 20.00, 175s 18.00-20.00, 200s mostly 14.00-16.00, 230s mostly 7.00-9.00, 250s mostly 5.00-7.00. Quality generally good.

**ORANGES**

**SOUTH AND CENTRAL DISTRICT CALIFORNIA—Shipments Fairly heavy—Movement expected about the same. Trading active. Prices 40s and Shippers First Grade 88s generally unchanged, others higher. 710 bushel cartons Navel Shippers First Grade 40s mostly 16.75-20.60, 48-54s 21 55-22.53, 72s mostly 19.55-21.53, 88s mostly 18.55-20.75, 113s mostly 17.53-18.53, 130s mostly 15.55-16.55.**

**SOUTH AND CENTRAL DISTRICT CALIFORNIA—Shipments 1-2-0 (includes export 0-0-0)—Prices not reported. LAST REPORT.**
Specialty Crops Market News Program Profile

- 1,453 markets covered
- 4,000 buyers and sellers interviewed
- 411 commodities reported (includes 133 organic)
- 54 million E-views annually (includes emails, fax, page views)
What’s Next?

- MARS – the Market Analysis and Reporting System
  - Replaces both the Market News Information System (MNIS) database and the Market News Communication System (MNCS)
  - Adds functionality and replaces the Market News Portal
What’s Next?

- **ODI** – the Organic Data Initiative
  - 2-year project to grow organic reporting
  - Adding up to 10 staff, mostly in existing office locations
  - Focus on collecting additional organic data, both price and volume, at shipping point level
Other Outreach

- MIOA – the Market Information Organization of the Americas
  - 33 member nations within the Western Hemisphere
  - Enhance agricultural market information systems
  - Promote the importance of market transparency as a critical public good
Questions?

USDA SPECIALTY CROPS MARKET NEWS

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