



Fruit and Vegetable Market News Branch

Agricultural
Marketing
Service

National Fruit and Vegetable Retail Report

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

Volume VI - Number 19

Issued Weekly

Friday, May 11, 2012

Advertised Prices for Fruits & Vegetables at Major Retail Supermarket Outlets 05/05 to 05/17^{1,2}

CORRECTED COPY-REMOVED GREENHOUSE ORANGES - NORTHEAST

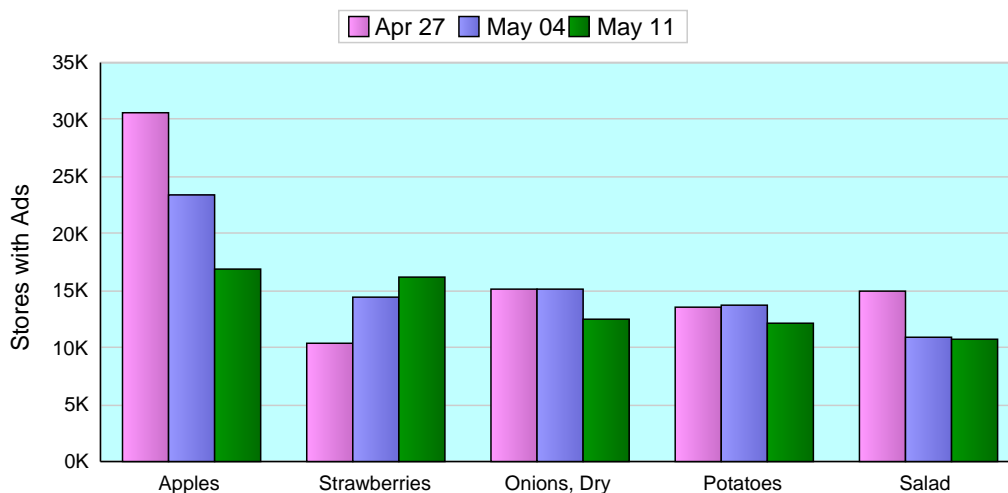
Celebrating Mother's Day

Items popular with Mother's Day were heavily advertised in this weeks ads. Strawberries, pineapples, watermelon, asparagus, floral arrangements and roses were very popular on front pages along with meats for grilling and suggestions for preparing a nice dinner at home for Mom. Graduation items continued to be featured including cakes from the bakery department and fruit, vegetable, cheese and cold cut trays. Floral departments also advertised corsages for not only Moms but also proms. Grilling items and patio supplies were also included by retailers. New crop California fruit has started arriving in stores including cherries, peaches, nectarine, and apricots.

Total ad numbers this week were 233,202, a 9 percent increase from last weeks ads of 257,509. The total number of ads broken out by commodity groups: fruit 96,714 (which was 71% of all ads), onions and potatoes 24,670 (11%), vegetables 102,812 (44%), herbs 551 and ornamentals 8,455 (combined together 4% of all ads).

The following are the prices of major advertised items (3,000 plus stores) this week compared to the same week last year. Fruit items that increased in price were blueberries (6 oz) at 18%, gala apples (per lb) at 13%, pineapples at 6%, and Hass avocados at 2%. Fruit that decreased included strawberries (1 lb package) at 12% and red delicious apples at 6%. Mangos were in over 4,500 stores with the same price as the same week last year. Yellow sweet onions (per lb) increased 4% and russet potatoes (5 lb bag) increased 1%. Increases in vegetable include mixed salads (10-12 oz package) at 15%, corn at 12%, yellow squash at 11%, and zucchini squash at 9%. Vegetables that decreased included on-the-vine tomatoes at 12%, asparagus at 11%, baby peeled carrots (1 lb package) at 3%. Roses increased 22% in price from the same week last year.

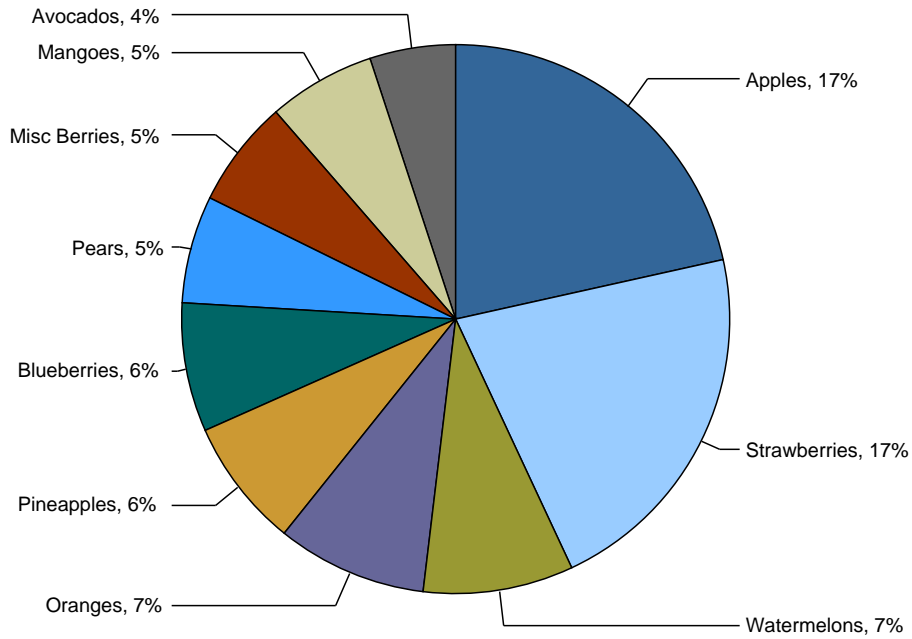
Top 5 Commodities Featured This Week



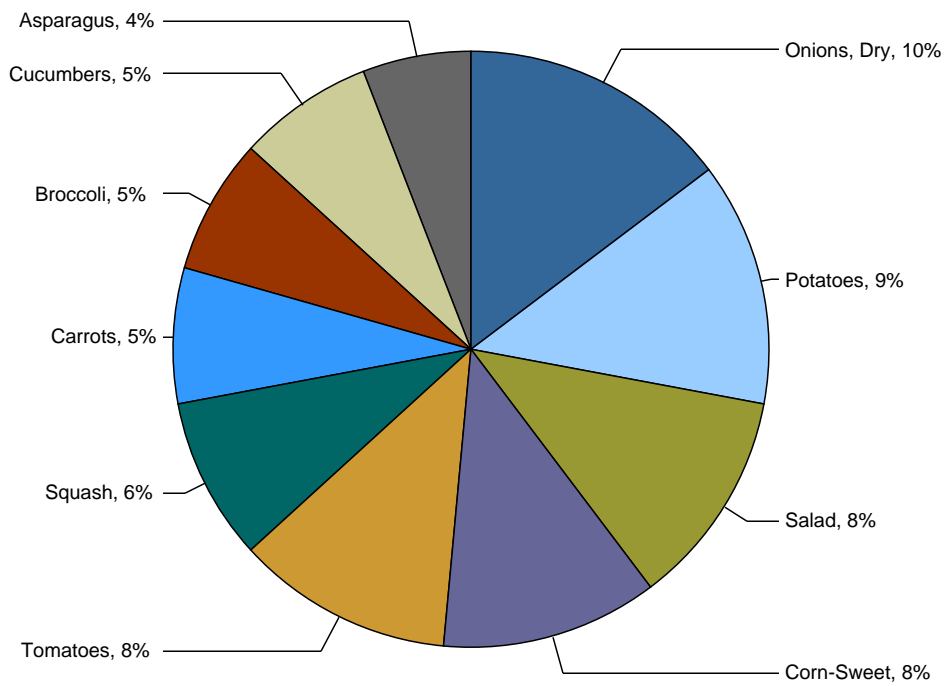
1 - Fruit and Vegetable Market News surveys more than 200 retailers, comprising over 21,000 individual stores, with online weekly advertised features.

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 Thursday.

Top 10 Fruits as Percentage of Total Fruit Ads
 May 11, 2012



Top 10 Vegetables as Percentage of Total Vegetable Ads
 Including Onions and Potatoes
 May 11, 2012





NATIONAL SUMMARY

FRUITS								
Commodity	Variety	Unit	THIS WEEK		LAST WEEK		LAST YEAR	
			Stores With Ads	Wtd Avg Price	Stores With Ads	Wtd Avg Price	Stores With Ads	Wtd Avg Price
Apples	Braeburn	per pound	553	1.62	980	1.44	1,403	1.11
Apples	Fuji	per pound	2,735	1.30	4,634	1.42	1,548	1.00
Apples	Fuji	3 lb bag	255	3.20	276	2.93	7	2.99
Apples	Gala	per pound	3,377	1.30	2,636	1.39	1,744	1.15
Apples	Gala	3 lb bag	124	3.46	131	2.76	467	2.96
Apples	Golden Delicious	per pound	1,609	1.37	1,536	1.32	1,714	1.34
Apples	Golden Delicious	3 lb bag	25	2.79	185	2.93	113	2.61
Apples	Granny Smith	per pound	1,457	1.21	1,298	1.21	1,466	1.20
Apples	Granny Smith	3 lb bag	51	2.88	72	3.27	167	2.79
Apples	Honeycrisp	per pound	8	2.99				
Apples	Jonagold	per pound	28	1.39	40	1.09		
Apples	Mcintosh	per pound	280	1.56	191	1.48		
Apples	Mcintosh	3 lb bag	149	2.99	271	3.55		
Apples	Pink Lady/Cripps Pink	per pound	446	1.16	511	1.50	207	1.03
Apples	Pink Lady/Cripps Pink	3 lb bag	12	1.50			44	2.64
Apples	Red Delicious	per pound	3,159	1.27	2,697	1.30	2,657	1.35
Apples	Red Delicious	3 lb bag	822	3.36	520	2.78	1,627	2.68
Apples	Red Delicious	5 lb bag	1,147	2.50	207	4.93		
Apricots		per pound	532	3.07	33	1.99	869	3.65
Avocados	Hass	each	3,872	1.31	12,295	1.07	1,482	1.29
Bananas		per pound	1,011	0.47	1,128	0.48	273	0.51
Blueberries		4.4 oz package	467	2.50	421	3.01	1,111	2.82
Blueberries		6 oz package	3,377	2.80	4,527	2.89	3,199	2.38
Blueberries		1 pint package	1,240	3.83	209	4.98	1,677	3.23
Cantaloups		each	2,694	2.75	2,172	2.64	8,305	2.24
Cantaloups		per pound	89	0.77	301	0.67	443	0.74
Cherries	Red Varieties	per pound	15	1.49			365	5.30
Clementines		3 lb bag	13	5.99	7	4.98	405	4.21
Grapefruit	Red	each	667	0.76	258	0.84	794	0.75
Grapefruit	Red	per pound	27	0.33				
Grapefruit	Red	5 lb bag	7	2.99			62	2.49
Grapes	Red Globe	per pound	709	2.53	892	2.09		

Wtd Avg - Simple weighted average



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Grapes	Red Seedless	per pound	1,354	2.13	2,049	2.49	3,986	2.00
Honeydews		each	521	3.04	643	3.69	828	3.39
Honeydews		per pound	131	0.78	53	0.73		
Kiwifruit	Hayward	each	1,160	0.32	1,453	0.36	3,073	0.37
Lemons		each	2,647	0.50	2,157	0.47	2,144	0.50
Lemons		per pound	12	0.50	52	0.82		
Limes		each	2,571	0.24	7,093	0.32	1,730	0.40
Mangoes		each	4,518	0.94	12,416	0.90	5,397	0.94
Misc Berries	Blackberries	5.6 - 6 oz package	4,913	2.50	3,491	2.45		
Nectarines	Various Yellow Flesh Varieties	per pound	338	2.74			22	2.99
Oranges	Navel	each	2,261	0.93	1,990	0.83	1,947	0.66
Oranges	Navel	per pound	2,143	1.07	3,068	1.10	1,737	0.95
Oranges	Navel	4 lb bag	845	4.14	1,531	3.67	865	3.02
Oranges	Navel	8 lb bag	464	6.07	379	5.33		
Oranges	Valencia	each	3	0.15				
Oranges	Valencia	per pound	89	0.55	6	0.25	7	0.99
Oranges	Valencia	4 lb bag	85	3.44			139	3.31
Peaches	Various White Flesh Varieties	per pound	589	2.51	15	3.99	210	2.98
Peaches	Various Yellow Flesh Varieties	per pound	1,015	2.06	310	2.99	681	1.61
Pears	Bartlett	per pound	1,263	1.35	653	1.49	100	1.61
Pears	Bosc	per pound	1,023	1.38	1,591	1.41	853	1.49
Pears	D'Anjou	per pound	2,195	1.38	2,167	1.32	1,785	1.25
Pineapples		each	5,727	3.05	4,492	2.85	4,001	2.87
Plums		per pound	34	0.50			167	1.99
Raspberries	Red	6 oz package	2,937	2.65	1,631	3.23	1,785	2.89
Strawberries		1 lb package	10,359	2.09	9,515	2.26	6,145	2.37
Strawberries		2 lb package	3,628	4.23	1,709	4.97	781	3.38
Tangerines		per pound	8	2.48	7	2.49		
Watermelons	Red Flesh Seeded Type	each	156	4.76	607	6.88	620	4.27
Watermelons	Red Flesh Seeded Type	per pound	27	0.34	41	1.13	48	0.18
Watermelons	Red Flesh Seedless Miniature	each	2,622	3.69	1,705	3.02	1,980	3.54
Watermelons	Red Flesh Seedless Miniature	per pound	14	0.59			22	0.59
Watermelons	Red Flesh Seedless Type	each	2,789	4.79	3,790	5.15	4,007	4.52
Watermelons	Red Flesh Seedless Type	per pound	1,333	0.64	1,538	0.48	678	0.43
ORGANIC								
Apples	Braeburn	per pound	56	1.49	56	1.49	402	1.29
Apples	Fuji	per pound	137	1.61	468	1.55	264	1.07
Apples	Gala	per pound	398	1.75	745	1.72	857	1.50

Wtd Avg - Simple weighted average



Apples	Gala	3 lb bag	15	3.99			105	3.90
Apples	Red Delicious	per pound	33	1.77	38	1.49	408	1.29
Avocados	Hass	each	264	1.64	965	1.40	143	2.37
Bananas		per pound	264	0.82	257	0.72	225	0.83
Blueberries		4.4 oz package	70	2.99	53	4.27	8	3.50
Blueberries		6 oz package	419	4.66	339	3.62	591	3.32
Blueberries		1 pint package	6	3.99				
Cantaloups		per pound	88	0.99	38	0.99	23	1.16
Grapefruit	Red	each	1	0.69			4	0.69
Grapefruit	Red	per pound	7	0.99				
Honeydews		per pound	11	0.99	108	0.93		
Lemons		each	12	0.50	534	0.62	36	0.49
Lemons		per pound	1	1.49				
Mangoes		each	349	1.69	1,004	1.48	412	1.39
Oranges	Navel	per pound	12	1.49	574	1.37		
Oranges	Navel	4 lb bag	19	3.99	202	3.98	170	3.99
Oranges	Valencia	per pound	35	1.12	205	0.99	7	0.98
Oranges	Valencia	4 lb bag	417	3.08	124	3.29		
Pears	Bartlett	per pound	152	1.59	16	1.98	136	1.00
Pears	D'Anjou	per pound	542	1.71	89	1.60	277	1.28
Raspberries	Red	6 oz package	395	4.71	195	3.99	741	2.92
Strawberries		1 lb package	2,176	3.49	1,630	3.72	2,081	3.22
Watermelons	Red Flesh Seedless Miniature	each	21	3.98	75	3.99	29	2.99
Watermelons	Red Flesh Seedless Miniature	per pound	38	0.99	38	0.99		
Watermelons	Red Flesh Seedless Type	each	38	5.99				
Watermelons	Red Flesh Seedless Type	per pound	7	0.59			8	0.39

ONIONS AND POTATOES

Commodity	Variety	Unit	THIS WEEK		LAST WEEK		LAST YEAR	
			Stores With Ads	Wtd Avg Price	Stores With Ads	Wtd Avg Price	Stores With Ads	Wtd Avg Price
Onions, Dry	Red	per pound	154	0.84	927	1.10	933	0.97
Onions, Dry	White	per pound	261	0.95	1,066	1.02	486	0.82
Onions, Dry	Yellow	per pound	472	0.32	630	0.36	866	0.60
Onions, Dry	Yellow	2 lb bag	160	1.10	374	1.04		
Onions, Dry	Yellow	3 lb bag	298	2.37	388	2.02	326	2.01
Onions, Dry	Yellow	5 lb bag	331	2.91				
Onions, Dry	Yellow Marked Sweet	per pound	6,795	0.96	7,056	0.97	5,409	0.92

Wtd Avg - Simple weighted average



Onions, Dry	Yellow Marked Sweet	2 lb bag	436	1.80	158	1.80		
Onions, Dry	Yellow Marked Sweet	3 lb bag	369	2.37	906	2.76	1,047	2.10
Onions, Dry	Yellow Marked Sweet	5 lb bag	2,712	3.98	766	3.08		
Potatoes	Round Red	per pound	809	0.76	599	0.75	1,436	0.89
Potatoes	Round Red	3 lb bag	467	2.68	180	2.48		
Potatoes	Round Red	5 lb bag	2,007	2.96	4,293	3.14	1,099	3.06
Potatoes	Round White	per pound	79	0.84	50	0.56	136	0.90
Potatoes	Round White	5 lb bag	199	2.59	194	2.89	769	2.69
Potatoes	Russet	per pound	1,612	0.70	1,216	0.84	590	0.82
Potatoes	Russet	3 lb bag	11	1.25	12	1.50		
Potatoes	Russet	5 lb bag	4,400	2.75	2,220	2.51	2,961	2.71
Potatoes	Russet	10 lb bag	1,741	4.55	1,231	3.09	451	3.61
Potatoes	Russet	8 lb bag	21	3.18	490	3.60		
Potatoes	Yellow Type	per pound	56	0.82	16	0.89		
Potatoes	Yellow Type	3 lb bag	7	1.99	51	2.41		
Potatoes	Yellow Type	5 lb bag	687	3.37	320	3.42	551	3.01

ORGANIC

Onions, Dry	Yellow	per pound	11	0.99	80	1.00	22	0.99
Onions, Dry	Yellow	3 lb bag	546	2.86	365	2.75	213	2.74
Potatoes	Russet	per pound	21	1.28				
Potatoes	Russet	3 lb bag	8	2.99				

VEGETABLES

Commodity	Variety	Unit	THIS WEEK		LAST WEEK		LAST YEAR	
			Stores With Ads	Wtd Avg Price	Stores With Ads	Wtd Avg Price	Stores With Ads	Wtd Avg Price
Artichokes		each	2,529	1.72	2,086	2.01	1,315	1.64
Asparagus	Green	per pound	5,482	2.50	2,782	2.57	1,428	2.81
Beans	Round Green Type	per pound	2,350	1.33	1,671	1.36	1,702	1.39
Broccoli		per pound	1,107	1.27	426	0.92	912	1.45
Broccoli		per bunch	2,063	1.49	1,625	1.64	2,589	1.70
Broccoli	Crown Cut	per pound	2,053	1.43	2,743	1.35	4,428	1.40
Cabbage	Round Green Type	per pound	1,281	0.49	1,674	0.52	1,122	0.44
Carrots		per pound	57	0.40	22	0.42	7	0.78
Carrots		1 lb bag	241	0.81	317	0.59	330	0.88
Carrots		2 lb bag	670	1.46	80	1.38	287	1.34
Carrots	Baby Peeled	1 lb bag	3,335	1.39	5,060	1.34	3,646	1.43
Carrots	Baby Peeled	2 lb bag	1,778	2.58	3,128	2.52	732	2.68

Wtd Avg - Simple weighted average



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Cauliflower		each	884	2.13	1,748	2.33	2,245	2.12
Cauliflower		per pound	625	1.10	1,088	1.06	843	1.23
Celery		each	1,680	1.17	1,914	1.23	1,074	1.21
Celery	Hearts	each	20	2.17	33	1.89	276	1.87
Cilantro		per bunch	551	0.55	4,987	0.73		
Corn-Sweet		each	10,392	0.38	11,511	0.37	8,605	0.34
Cucumbers		each	2,960	0.62	3,305	0.59	4,223	0.59
Cucumbers	Long Seedless-Greenhouse	each	2,464	1.54	2,883	1.14	2,424	1.63
Eggplant		per pound	804	1.36	1,182	1.63		
Greens	Collard	per bunch	45	0.74	89	0.75		
Greens	Collard	per pound	49	0.69	410	0.96		
Greens	Kale	per bunch	58	0.96	89	0.75		
Greens	Mustard	per bunch	45	0.74	89	0.75		
Lettuce, Iceberg		each	1,812	1.02	1,591	0.99	1,868	1.10
Lettuce, Other	Boston	each	8	1.49	8	1.49	18	1.20
Lettuce, Other	Green Leaf	each	1,149	1.12	314	0.88	498	1.34
Lettuce, Other	Green Leaf	per pound	683	1.41	206	2.35		
Lettuce, Other	Red Leaf	each	1,130	1.12	314	0.88	457	1.33
Lettuce, Other	Red Leaf	per pound	683	1.41	206	2.35		
Lettuce, Romaine		each	867	1.08	497	0.90	483	1.34
Lettuce, Romaine		per pound	626	1.22	456	1.38		
Lettuce, Romaine	Hearts	3 count package	1,657	2.57	1,194	2.73	1,218	2.69
Mushrooms	Portobella	8 oz package	381	1.81	33	1.54	330	1.81
Mushrooms	White	8 oz package	2,709	1.78	2,894	1.74	2,286	1.77
Onions Green		per bunch	1,462	0.56	2,113	0.56	1,259	0.49
Peppers, Bell Type	Green	per pound	427	1.41	685	1.49	917	1.34
Peppers, Bell Type	Green	each	2,238	0.79	2,173	0.89	3,081	0.77
Peppers, Bell Type	Green-Greenhouse	per pound	7	1.99				
Peppers, Bell Type	Red	per pound	319	2.90	668	2.91	343	3.71
Peppers, Bell Type	Red	each	2,077	1.26	2,415	1.26	1,267	1.48
Peppers, Bell Type	Red-Greenhouse	per pound	7	1.99	39	2.98	50	3.49
Peppers, Bell Type	Red-Greenhouse	each	41	0.77	101	1.05	282	1.43
Radishes		per bunch	885	0.50	2,092	0.69	323	0.76
Salad	Mixed Types	1 lb bag	230	4.46	60	2.05	32	2.13
Salad	Mixed Types	10 - 12 oz package	4,681	2.39	3,639	2.18	3,913	2.08
Salad	Mixed Types	5 - 9 oz package	3,315	2.36	3,890	2.37	3,498	2.37
Spinach	Flat, Baby Type	9 oz package	254	1.96	305	1.66		
Squash	Yellow Crookneck/Straightneck	per pound	3,353	1.28	5,614	1.36	2,561	1.15
Squash	Zucchini	per pound	4,274	1.23	6,442	1.32	3,973	1.13

Wtd Avg - Simple weighted average



Sweet Potatoes		per pound	1,289	0.83	589	0.90	82	0.85
Tomatoes		per pound	1,258	1.32	1,017	0.97	1,041	1.25
Tomatoes	Vine Ripe - Heirloom Varieties	per pound	255	3.88	21	3.98	261	3.43
Tomatoes	Vine Ripes	per pound	567	1.42	543	1.62	1,750	1.58
Tomatoes	Vine Ripes, On The Vine-Greenhouse	per pound	6,572	1.72	4,165	1.65	4,669	1.96
Tomatoes	Vine Ripes-Greenhouse	per pound	911	1.61	537	1.41	1,566	1.83
Tomatoes, Cherry		1 pint package	137	2.72	267	2.04	101	1.87
Tomatoes, Grape Type		1 pint package	2,902	2.20	1,477	2.14	3,783	2.46
Tomatoes, Grape Type		10 oz package	418	2.74	770	2.30		
Tomatoes, Plum Type	Roma	per pound	2,036	1.02	7,935	1.01	1,813	1.27
ORGANIC								
Artichokes		each	8	3.00	8	3.00		
Asparagus	Green	per pound	21	4.37	13	3.99	18	3.42
Beans	Round Green Type	per pound	7	2.99				
Broccoli		per pound	95	1.24	104	1.28	289	1.68
Broccoli		per bunch	794	2.48	290	2.54	791	2.58
Broccoli	Baby Hybrid Type	per bunch	136	2.44	16	1.28	16	2.25
Carrots		1 lb bag	121	1.02	62	1.02		
Carrots		2 lb bag	42	1.93	302	1.82	17	2.50
Carrots		per bunch	33	2.32	156	1.96	49	2.50
Carrots	Baby Peeled	1 lb bag	166	1.79	1,918	1.76	827	1.75
Cauliflower		per pound	6	1.49	134	1.33		
Celery		each	61	1.82	957	1.58	26	1.68
Celery	Hearts	each	238	2.42	296	2.54	38	2.70
Cucumbers		each	546	1.24	26	0.99	42	0.94
Cucumbers	Long Seedless-Greenhouse	each	116	1.79			17	2.99
Greens	Kale	per bunch	16	1.67	299	1.84		
Lettuce, Other	Green Leaf	each	268	1.51	73	1.45	92	1.54
Lettuce, Other	Red Leaf	each	268	1.51	73	1.45	92	1.54
Lettuce, Romaine		each	71	1.52	73	1.45	22	0.99
Lettuce, Romaine		per pound	12	1.49	24	2.49		
Lettuce, Romaine	Hearts	3 count package	1,220	3.12	1,379	2.99	738	2.84
Mushrooms	White	8 oz package	200	1.61	100	2.30	232	2.35
Onions Green		per bunch	195	0.99	632	0.81	483	0.79
Salad	Mixed Types	1 lb bag	219	4.39	466	6.64	436	5.22
Salad	Mixed Types	10 - 12 oz package	246	2.99	89	5.27	248	4.99
Salad	Mixed Types	5 - 9 oz package	2,097	3.23	1,102	3.17	3,166	2.98
Spinach	Flat, Baby Type	1 lb package	16	3.99				

Wtd Avg - Simple weighted average



Squash	Zucchini	per pound	70	0.99	243	1.25	24	1.18
Sweet Potatoes		per pound	161	1.14	100	1.21	217	1.32
Tomatoes		per pound	8	2.99	28	3.01	17	1.79
Tomatoes	Vine Ripe - Heirloom Varieties	per pound	8	3.99	8	3.99	21	3.98
Tomatoes	Vine Ripes	per pound	70	1.50	58	1.84	202	2.48
Tomatoes, Cherry		1 pint package	32	3.99	8	2.99		
Tomatoes, Grape Type		1 pint package	489	2.69	542	2.79	2,248	2.69
Tomatoes, Grape Type		10 oz package	164	3.78	16	2.50		

SEASONAL ITEMS

Commodity	Variety	Unit	THIS WEEK		LAST WEEK		LAST YEAR	
			Stores With Ads	Wtd Avg Price	Stores With Ads	Wtd Avg Price	Stores With Ads	Wtd Avg Price
Potted Plants	Chrysanthemum	6 inch pot	357	8.92	9	8.99		
Rose, Hybrid Tea		bunched 12s	5,883	11.84	1,104	10.24	396	9.71
Tulips		bunched 10s	2,215	7.57	564	7.87		

REGIONAL DETAILS

Commodity Variety	Unit	NORTHEAST U.S.				SOUTHEAST U.S.				MIDWEST U.S.			
		Price Range	Stores with Ads	Wtd Avg Price	% Marked Local	Price Range	Stores with Ads	Wtd Avg Price	% Marked Local	Price Range	Stores with Ads	Wtd Avg Price	% Marked Local
FRUITS													
Apples Braeburn	per pound	1.49-1.89	487	1.58		1.89	66	1.89					
Apples Fuji	per pound	1.49-1.69	366	1.58		0.99-1.79	556	1.56		0.90-1.79	216	1.57	
Apples Fuji	3 lb bag					2.99	54	2.99		2.99-3.99	166	3.41	
Apples Gala	per pound	1.29-1.79	760	1.51		0.97-1.69	382	1.47		0.98-1.49	190	1.43	
Apples Gala	3 lb bag					2.88-2.99	45	2.92		3.99	70	3.99	
Apples Golden Delicious	per pound	0.88-1.69	835	1.43		1.19-1.69	119	1.53		0.69-1.59	351	1.47	
Apples Golden Delicious	3 lb bag					2.99	15	2.99		2.50	10	2.50	
Apples Granny Smith	per pound	0.99-1.69	237	1.40		1.29-1.59	229	1.40		0.99-1.59	236	1.48	
Apples Granny Smith	3 lb bag					2.88	30	2.88					
Apples Honeycrisp	per pound	2.99	8	2.99									
Apples	per pound									1.39	28	1.39	

Wtd Avg - Simple weighted average



Commodity Variety	Unit	NORTHEAST U.S.				SOUTHEAST U.S.				MIDWEST U.S.			
		Price Range	Stores with Ads	Wtd Avg Price	% Marked Local	Price Range	Stores with Ads	Wtd Avg Price	% Marked Local	Price Range	Stores with Ads	Wtd Avg Price	% Marked Local
Jonagold													
Apples Mcintosh	per pound					1.59	195	1.59		1.49	85	1.49	
Apples Mcintosh	3 lb bag	2.99	149	2.99									
Apples Pink Lady/Cripps Pink	per pound	1.59	51	1.59		1.59	18	1.59					
Apples Red Delicious	per pound	0.88-1.79	1,145	1.41		1.19-1.59	313	1.49		0.90-1.59	366	1.46	
Apples Red Delicious	3 lb bag	2.50-3.99	437	3.26		2.50-3.79	305	3.39		2.50-3.99	80	3.80	
Apples Red Delicious	5 lb bag					2.50	1,147	2.50					
Apricots	per pound					3.49	195	3.49		2.49	6	2.49	
Avocados Hass	each	0.79-2.00	1,078	1.49		1.00-1.99	346	1.48		0.60-1.29	130	1.19	
Bananas	per pound	0.39-0.69	266	0.45		0.50-0.58	9	0.54		0.29-0.49	62	0.37	
Blueberries	4.4 oz package	2.50	232	2.50						2.50	165	2.50	
Blueberries	6 oz package	2.00-3.99	1,216	3.12		2.00-3.00	734	2.90		1.50-3.99	762	2.24	
Blueberries	1 pint package	2.99-3.99	209	3.66		3.50-4.98	653	4.14		2.50-3.99	214	3.11	
Cantaloups	each	2.50-3.49	333	2.86		1.50-3.48	1,497	2.75		1.77-3.00	467	2.73	
Cantaloups	per pound									0.78	6	0.78	
Clementines	3 lb bag									5.99	13	5.99	
Grapefruit Red	each	0.99-1.25	223	1.01		0.69	124	0.69					
Grapefruit Red	5 lb bag									2.99	7	2.99	
Grapes Red Globe	per pound	1.88-1.99	47	1.98		1.88-2.99	160	2.79		0.99-2.69	120	2.44	
Grapes Red Seedless	per pound	1.97-2.49	158	2.44		0.99-2.49	66	2.33		0.99-2.49	472	1.67	
Honeydews	each	2.99-3.99	51	3.44						3.49	70	3.49	
Kiwifruit Hayward	each	0.25-0.50	682	0.27		0.25	81	0.25		0.20-0.50	133	0.45	
Lemons	each	0.23-0.75	905	0.53		0.50-0.59	1,444	0.51		0.25-0.67	152	0.45	
Limes	each	0.13-0.75	915	0.28		0.13-0.40	1,306	0.21		0.05-0.50	119	0.43	
Mangoes	each	0.55-1.50	1,622	1.10		0.59-1.00	527	0.90		0.67-1.99	593	0.94	
Misc Berries Blackberries	5.6 - 6 oz package	1.50-3.99	1,559	2.62		2.00-3.00	309	2.89		1.50-3.00	1,211	2.31	
Oranges Navel	each	0.30-1.00	1,695	0.97		0.40-1.00	160	0.79		0.50-1.00	335	0.91	
Oranges Navel	per pound	0.99-1.49	180	1.17		0.99-1.29	1,086	1.27		0.80-0.89	16	0.84	
Oranges Navel	4 lb bag	3.97-4.99	500	4.22		3.99-4.49	260	4.37		2.99	85	2.99	
Oranges Navel	8 lb bag					5.99	45	5.99		4.99	32	4.99	
Oranges Valencia	4 lb bag	4.99	6	4.99									
Peaches Various White Flesh Varieties	per pound									2.00	9	2.00	

Wtd Avg - Simple weighted average



Commodity Variety	Unit	NORTHEAST U.S.				SOUTHEAST U.S.				MIDWEST U.S.			
		Price Range	Stores with Ads	Wtd Avg Price	% Marked Local	Price Range	Stores with Ads	Wtd Avg Price	% Marked Local	Price Range	Stores with Ads	Wtd Avg Price	% Marked Local
Peaches Various Yellow Flesh Varieties	per pound	0.99-1.99	88	1.85		1.49-1.69	473	1.69		0.98-2.99	38	1.59	
Pears Bartlett	per pound	0.99-1.69	902	1.31		0.99-1.59	331	1.46		1.18-1.29	30	1.26	
Pears Bosc	per pound	0.79-1.79	864	1.49		0.99-1.29	27	1.23		0.69-1.18	24	0.97	
Pears D'Anjou	per pound	0.99-1.89	1,242	1.56		0.99-1.89	129	1.56		0.99-1.49	277	1.31	
Pineapples	each	1.99-3.99	1,605	3.19		2.50-3.99	686	3.39		1.69-3.79	1,242	2.86	
Raspberries Red	6 oz package	1.50-3.00	941	2.83		2.00-2.99	78	2.87		1.50-3.00	1,041	2.34	
Strawberries	1 lb package	1.50-2.99	1,856	2.24		1.50-3.00	3,335	2.22		1.25-3.00	1,663	1.93	
Strawberries	2 lb package	3.99-4.99	1,067	4.16		3.99-4.98	1,161	4.86		3.49-3.99	343	3.88	
Tangerines	per pound									2.48	8	2.48	
Watermelons Red Flesh Seeded Type	each					5.95	53	5.95		4.99	16	4.99	
Watermelons Red Flesh Seeded Type	per pound	0.39	17	0.39									
Watermelons Red Flesh Seedless Miniature	each	2.99-4.99	662	3.82		3.49-3.99	719	3.94		2.99-3.99	129	3.78	
Watermelons Red Flesh Seedless Type	each	3.49-5.99	600	5.00		3.50-5.99	458	5.57		2.99-5.49	490	4.74	
Watermelons Red Flesh Seedless Type	per pound	0.39-0.89	667	0.67		0.79	107	0.79		0.49	9	0.49	
FRUITS - ORGANIC													
Apples Braeburn	per pound	1.49	56	1.49									
Apples Fuji	per pound	1.99	6	1.99									
Apples Gala	per pound	1.29-2.59	215	2.01									
Avocados Hass	each	2.50	56	2.50						1.49-1.50	95	1.49	
Bananas	per pound	0.79-0.99	22	0.84		0.99	35	0.99		0.79-0.88	207	0.79	
Blueberries	6 oz package	3.99	6	3.99						4.49	201	4.49	
Mangoes	each									1.99	37	1.99	
Oranges Navel	per pound	1.99	6	1.99									
Oranges Navel	4 lb bag	3.99	7	3.99									
Oranges Valencia	4 lb bag									3.99	70	3.99	
Pears Bartlett	per pound	1.99	17	1.99						1.79	17	1.79	
Pears D'Anjou	per pound	1.49-1.99	299	1.89									
Raspberries Red	6 oz package									4.49	201	4.49	
Strawberries	1 lb	2.99-4.99	747	3.58		2.99-4.99	186	3.05		2.99-4.48	553	3.50	

Wtd Avg - Simple weighted average



Commodity Variety	Unit	NORTHEAST U.S.				SOUTHEAST U.S.				MIDWEST U.S.			
		Price Range	Stores with Ads	Wtd Avg Price	% Marked Local	Price Range	Stores with Ads	Wtd Avg Price	% Marked Local	Price Range	Stores with Ads	Wtd Avg Price	% Marked Local
	package												
ONIONS AND POTATOES													
Onions, Dry Red	per pound	0.99	43	0.99									
Onions, Dry White	per pound	0.99	43	0.99					0.69-0.98	20	0.84		
Onions, Dry Yellow	per pound								0.30	9	0.30		
Onions, Dry Yellow	2 lb bag	0.79-1.50	96	1.17									
Onions, Dry Yellow	3 lb bag	1.99-2.49	73	2.37		1.47-2.00	38	1.70					
Onions, Dry Yellow	5 lb bag	2.49-2.99	331	2.91									
Onions, Dry Yellow Marked Sweet	per pound	0.59-1.49	1,819	1.11		0.59-1.49	2,774	0.97		0.59-1.39	1,216	0.83	
Onions, Dry Yellow Marked Sweet	2 lb bag	1.99-2.99	191	2.08		1.00	102	1.00					
Onions, Dry Yellow Marked Sweet	3 lb bag	2.00-2.50	47	2.44		1.99-2.50	39	2.28		1.49-1.99	36	1.88	
Onions, Dry Yellow Marked Sweet	5 lb bag	2.99-4.99	773	4.55		2.88-4.99	1,550	3.99		2.69-2.88	306	2.84	
Potatoes Round Red	per pound	0.49-1.29	193	0.84		0.79	35	0.79		0.69-0.99	27	0.88	
Potatoes Round Red	3 lb bag	2.99	26	2.99		1.98-3.50	397	2.73		1.99-2.50	38	2.08	
Potatoes Round Red	5 lb bag	2.99-4.99	368	3.48		2.50-3.99	703	3.05		1.49-2.99	427	2.55	
Potatoes Round White	per pound					0.89	37	0.89		0.70-0.89	23	0.82	
Potatoes Round White	5 lb bag	1.99-3.00	195	2.58		2.98	4	2.98					
Potatoes Russet	per pound	0.69-1.29	324	0.97		0.50-0.99	181	0.79		0.48-0.88	208	0.75	
Potatoes Russet	3 lb bag					1.25	2	1.25		1.25	9	1.25	
Potatoes Russet	5 lb bag	1.99-3.99	1,415	3.23		2.00-3.50	1,627	2.66		1.47-2.99	569	2.53	
Potatoes Russet	10 lb bag					2.99-5.89	1,162	5.55		2.99-3.48	37	3.39	
Potatoes Russet	8 lb bag					2.99	13	2.99		3.49	8	3.49	
Potatoes Yellow Type	3 lb bag									1.99	7	1.99	
Potatoes Yellow Type	5 lb bag	3.99	253	3.99		2.98-3.99	39	3.89		2.49	7	2.49	
ONIONS AND POTATOES - ORGANIC													
Onions, Dry Yellow	3 lb bag	2.99	168	2.99		2.99	58	2.99		2.99	250	2.99	
Potatoes Russet	3 lb bag									2.99	8	2.99	
VEGETABLES													
Artichokes	each	1.00-2.49	380	1.44		1.00-2.49	167	1.52		0.50-1.66	64	1.30	
Asparagus	per pound	1.88-3.48	877	2.28	34	1.98-3.79	1,307	2.62		1.79-2.99	1,070	2.62	2

Wtd Avg - Simple weighted average



Commodity Variety	Unit	NORTHEAST U.S.				SOUTHEAST U.S.				MIDWEST U.S.			
		Price Range	Stores with Ads	Wtd Avg Price	% Marked Local	Price Range	Stores with Ads	Wtd Avg Price	% Marked Local	Price Range	Stores with Ads	Wtd Avg Price	% Marked Local
Green Beans Round Green Type	per pound	1.28-1.79	591	1.41		0.99-1.59	335	1.29		0.79-1.79	726	1.20	
Broccoli	per pound	1.66-1.69	430	1.69						0.88-0.99	214	0.98	
Broccoli	per bunch	0.79-2.00	745	1.50		1.69-1.98	96	1.78		1.49-2.00	679	1.74	
Broccoli Crown Cut	per pound	0.99-1.99	684	1.59		1.28-1.99	311	1.72		0.69-1.69	281	1.40	
Cabbage Round Green Type	per pound	0.47-0.99	132	0.74		0.34-0.49	715	0.48		0.30-0.49	128	0.45	
Carrots	1 lb bag	0.50-0.99	209	0.83									
Carrots	2 lb bag					1.49	471	1.49		1.49-1.50	104	1.49	
Carrots Baby Peeled	1 lb bag	0.88-2.00	1,109	1.53		1.00-1.79	564	1.55		0.99-1.50	616	1.18	
Carrots Baby Peeled	2 lb bag	2.50-2.99	907	2.59		2.50-3.49	231	2.96		1.99-2.50	162	2.42	
Cauliflower	each	1.49-2.99	444	2.42		1.49-2.99	139	2.22		1.50-2.49	179	1.79	
Cauliflower	per pound									0.69-1.69	303	1.17	
Celery	each	0.99-1.79	512	1.42		0.99-1.59	425	1.42		0.99	123	0.99	
Celery Hearts	each	2.49	7	2.49		1.99	13	1.99					
Cilantro	per bunch	0.50-0.99	327	0.70		0.33-0.67	25	0.38		0.33	10	0.33	
Corn-Sweet	each	0.20-0.50	2,439	0.44		0.25-0.50	2,773	0.34		0.25-0.56	1,642	0.37	
Cucumbers	each	0.45-0.89	935	0.69		0.50-0.79	320	0.69		0.50-0.99	260	0.58	
Cucumbers Long Seedless- Greenhouse	each	1.29-2.99	755	1.69		1.00-2.00	429	1.74		0.98-2.00	463	1.41	
Eggplant	per pound	0.99-1.69	702	1.35		1.28-1.69	85	1.57		0.59-0.69	17	0.65	
Greens Collard	per bunch					0.50	6	0.50		0.75-0.78	39	0.77	
Greens Collard	per pound	0.49-0.79	49	0.69									
Greens Kale	per bunch					0.99	37	0.99		0.75-0.99	21	0.91	
Greens Mustard	per bunch					0.50	6	0.50		0.75-0.78	39	0.77	
Lettuce, Iceberg	each	0.75-1.59	754	1.12		0.99-1.29	71	1.08		0.77-0.99	372	0.86	
Lettuce, Other Green Leaf	each	0.99-1.48	76	1.06	8	1.25-1.48	58	1.27	7	1.25-1.50	226	1.39	
Lettuce, Other Green Leaf	per pound	0.99-1.99	472	1.59	39					0.99-1.29	211	1.00	
Lettuce, Other Red Leaf	each	0.99-1.48	76	1.06	8	1.25-1.48	58	1.27	7	1.25-1.50	226	1.39	
Lettuce, Other Red Leaf	per pound	0.99-1.99	472	1.59	39					0.99-1.29	211	1.00	
Lettuce, Romaine	each	0.99-1.48	26	1.20	23	1.48	4	1.48	100	0.89-1.50	43	1.39	
Lettuce, Romaine	per pound	0.99-1.79	425	1.33	41					0.99	201	0.99	
Lettuce, Romaine Hearts	3 count package	1.99-3.49	967	2.60		2.50-3.00	140	2.95		1.29-2.50	96	2.34	
Mushrooms Portobella	8 oz package									1.50-2.00	193	1.94	

Wtd Avg - Simple weighted average



Commodity Variety	Unit	NORTHEAST U.S.				SOUTHEAST U.S.				MIDWEST U.S.			
		Price Range	Stores with Ads	Wtd Avg Price	% Marked Local	Price Range	Stores with Ads	Wtd Avg Price	% Marked Local	Price Range	Stores with Ads	Wtd Avg Price	% Marked Local
Mushrooms White	8 oz package	0.97-2.00	729	1.81		1.50-2.00	410	1.63		1.50-2.00	634	1.74	
Onions Green	per bunch	0.40-0.89	366	0.60		0.40-0.50	109	0.50	4	0.39-0.89	397	0.68	
Peppers, Bell Type Green	per pound	0.79-1.99	375	1.44						0.89-1.29	36	1.06	
Peppers, Bell Type Green	each	1.00	165	1.00		0.67-0.99	357	0.96		0.50-0.79	23	0.70	
Peppers, Bell Type Green-Greenhouse	per pound	1.99	7	1.99									
Peppers, Bell Type Red	per pound	2.49-3.59	233	3.08		3.59	18	3.59		1.99-2.99	68	2.08	
Peppers, Bell Type Red	each	1.00	165	1.00		1.25-2.00	458	1.60		1.00-1.50	473	1.48	
Peppers, Bell Type Red-Greenhouse	per pound	1.99	7	1.99									
Radishes	per bunch	0.50-1.29	188	0.57		0.50-1.00	109	0.52		0.50-0.79	105	0.62	
Salad Mixed Types	1 lb bag									2.79-3.00	33	2.91	
Salad Mixed Types	10 - 12 oz package	2.00-2.99	447	2.53		2.00-2.99	225	2.15		0.99-3.00	1,104	2.34	
Salad Mixed Types	5 - 9 oz package	2.00-3.49	359	2.75		2.00-2.99	229	2.16		1.50-3.00	902	2.48	
Spinach Flat, Baby Type	9 oz package									1.47-2.00	131	1.88	
Squash Yellow Crookneck/Straightneck	per pound	0.99-1.69	800	1.38		0.88-1.69	1,159	1.31		0.69-1.98	438	1.32	
Squash Zucchini	per pound	0.99-1.69	1,175	1.31		0.88-1.69	1,261	1.28		0.69-1.98	438	1.32	
Sweet Potatoes	per pound	0.50-0.99	338	0.94		0.49-0.89	480	0.77		0.68-0.89	310	0.83	
Tomatoes	per pound	0.75-1.99	382	1.23		0.89-1.49	139	1.24		0.59-1.78	326	1.22	
Tomatoes Vine Ripe - Heirloom Varieties	per pound	3.99	174	3.99		3.99	54	3.99		1.99-3.49	27	2.93	
Tomatoes Vine Ripes	per pound	0.88-1.99	217	1.86		0.88-1.28	308	1.17		0.99-1.29	22	1.10	
Tomatoes Vine Ripes-Greenhouse	per pound	1.69-1.99	162	1.98		1.48	53	1.48		0.99-1.89	331	1.41	
Tomatoes Vine Ripes, On The Vine-Greenhouse	per pound	0.88-2.99	1,790	1.95		0.88-2.79	1,532	1.81		0.59-2.88	1,089	1.45	3
Tomatoes, Cherry	1 pint package	1.99-2.99	104	2.95									
Tomatoes, Grape Type	1 pint package	0.99-2.99	892	2.01		1.49-3.00	1,552	2.15		1.29-2.99	160	2.68	
Tomatoes, Grape Type	10 oz package	2.50	18	2.50						1.66-2.99	17	2.44	
Tomatoes, Plum Type Roma	per pound	0.79-1.49	254	0.96		0.77-1.29	194	1.16		0.59-1.29	403	1.09	
VEGETABLES - ORGANIC													
Broccoli	per pound	1.99	6	1.99									
Broccoli	per bunch	2.50-2.99	197	2.66		3.00	195	3.00					
Broccoli Baby Hybrid Type	per bunch									2.50	37	2.50	
Carrots	1 lb bag	0.99	56	0.99						0.99-1.39	65	1.04	

Wtd Avg - Simple weighted average



Commodity Variety	Unit	NORTHEAST U.S.				SOUTHEAST U.S.				MIDWEST U.S.			
		Price Range	Stores with Ads	Wtd Avg Price	% Marked Local	Price Range	Stores with Ads	Wtd Avg Price	% Marked Local	Price Range	Stores with Ads	Wtd Avg Price	% Marked Local
Carrots	2 lb bag									1.66-1.99	13	1.81	
Carrots Baby Peeled	1 lb bag	1.99	36	1.99		2.29	35	2.29		1.50-1.58	49	1.51	
Celery	each					1.99	35	1.99		1.59	26	1.59	
Celery Hearts	each	2.00-2.99	226	2.45						2.00	12	2.00	
Cucumbers	each					1.50	202	1.50		1.29	37	1.29	
Lettuce, Romaine	per pound									1.49	12	1.49	
Lettuce, Romaine Hearts	3 count package	2.99-3.99	805	3.42		3.49	66	3.49		2.50	7	2.50	
Mushrooms White	8 oz package	1.99-2.59	24	2.44						1.50	176	1.50	
Onions Green	per bunch					0.99	195	0.99					
Salad Mixed Types	1 lb bag									4.99	34	4.99	
Salad Mixed Types	10 - 12 oz package									2.50-3.99	233	2.93	
Salad Mixed Types	5 - 9 oz package	2.99-3.99	1,071	3.39		2.88-2.99	42	2.97		2.00-3.49	568	2.76	
Sweet Potatoes	per pound	0.99-1.79	70	1.24									
Tomatoes, Cherry	1 pint package	3.99	32	3.99									
Tomatoes, Grape Type	1 pint package	2.99-3.99	53	3.88		2.50	202	2.50		3.48	8	3.48	
Tomatoes, Grape Type	10 oz package	2.99-3.99	146	3.88									

SEASONAL ITEMS

Potted Plants Chrysanthemum	6 inch pot	8.99	88	8.99		8.99	18	8.99		4.99-10.99	133	8.80	
Rose, Hybrid Tea	bunched 12s	7.88-17.99	202	10.08		8.88-16.99	1,397	14.12		7.00-14.99	1,178	11.15	
Tulips	bunched 10s	4.99-9.99	524	8.39		5.98-9.99	98	7.91		4.95-7.00	319	6.67	

Commodity Variety	Unit	SOUTH CENTRAL U.S.				SOUTHWEST U.S.				NORTHWEST U.S.			
		Price Range	Stores with Ads	Wtd Avg Price	% Marked Local	Price Range	Stores with Ads	Wtd Avg Price	% Marked Local	Price Range	Stores with Ads	Wtd Avg Price	% Marked Local
FRUITS													
Apples Fuji	per pound	0.99-1.50	429	1.28		0.78-1.50	966	0.97		1.49	202	1.49	
Apples Fuji	3 lb bag	2.89	21	2.89		1.99	14	1.99					
Apples	per pound	0.99-1.69	368	1.36		0.89-1.49	1,152	1.09		0.99-1.49	525	1.25	

Wtd Avg - Simple weighted average



Commodity Variety	Unit	SOUTH CENTRAL U.S.				SOUTHWEST U.S.				NORTHWEST U.S.			
		Price Range	Stores with Ads	Wtd Avg Price	% Marked Local	Price Range	Stores with Ads	Wtd Avg Price	% Marked Local	Price Range	Stores with Ads	Wtd Avg Price	% Marked Local
Gala													
Apples Gala	3 lb bag					1.99	9	1.99					
Apples Golden Delicious	per pound	1.50	8	1.50		0.99	296	0.99					
Apples Granny Smith	per pound	1.50	8	1.50		0.99-1.49	747	1.00					
Apples Granny Smith	3 lb bag	2.89	21	2.89									
Apples Pink Lady/Cripps Pink	per pound	0.98-1.27	330	1.02		1.49	18	1.49		1.49	29	1.49	
Apples Pink Lady/Cripps Pink	3 lb bag					1.50	12	1.50					
Apples Red Delicious	per pound	0.88-1.50	298	1.08		0.99	739	0.99		0.99-1.28	298	1.10	
Apricots	per pound					0.99-2.99	331	2.83	92				
Avocados Hass	each	0.58-1.50	635	1.22		0.20-1.50	1,133	1.06	1	0.98-1.99	550	1.47	
Bananas	per pound	0.39	6	0.39		0.39-0.59	486	0.41		0.69	182	0.69	
Blueberries	4.4 oz package					2.50	70	2.50					
Blueberries	6 oz package	2.00-3.00	596	2.73		2.50-3.00	39	2.65		2.99-3.00	30	2.99	
Blueberries	1 pint package	2.99-3.99	148	3.63						4.98	16	4.98	
Cantaloups	each	1.97-2.99	389	2.65		3.00	8	3.00					
Cantaloups	per pound	0.99	22	0.99		0.77	19	0.77		0.58-0.77	42	0.65	
Cherries Red Varieties	per pound					1.49	15	1.49					
Grapefruit Red	each	0.50	22	0.50		0.33-0.50	96	0.47		0.69	202	0.69	
Grapefruit Red	per pound					0.33	27	0.33					
Grapes Red Globe	per pound	1.99-2.00	140	1.99		1.29	19	1.29		2.58-2.99	223	2.95	
Grapes Red Seedless	per pound	1.88	10	1.88		1.49-2.99	613	2.40		1.88	35	1.88	
Honeydews	each	1.98-3.99	371	2.87		3.00-3.99	29	3.44					
Honeydews	per pound	0.89-0.99	44	0.94		0.33-0.79	42	0.42		0.88-0.99	45	0.97	
Kiwifruit Hayward	each	0.34-0.44	189	0.40		0.20-0.25	24	0.22		0.17-0.50	51	0.39	
Lemons	each	0.34-0.50	33	0.41		0.10-0.39	78	0.13		0.33	35	0.33	
Lemons	per pound					0.50	12	0.50					
Limes	each	0.14-0.20	126	0.17		0.10	70	0.10		0.33	35	0.33	
Mangoes	each	0.33-2.00	654	0.70		0.33-1.50	787	0.84		0.50-0.99	335	0.97	
Misc Berries Blackberries	5.6 - 6 oz package	1.00-3.00	328	2.79		0.88-3.99	1,486	2.36		2.50-2.99	20	2.79	
Nectarines Various Yellow Flesh Varieties	per pound					0.50-2.99	338	2.74	90				
Oranges Navel	each	0.50	71	0.50									
Oranges Navel	per pound	0.77-0.99	296	0.93		0.50-0.99	565	0.73	1				
Oranges	8 lb bag	5.99-6.99	89	6.79						5.99	298	5.99	

Wtd Avg - Simple weighted average



Commodity Variety	Unit	SOUTH CENTRAL U.S.				SOUTHWEST U.S.				NORTHWEST U.S.			
		Price Range	Stores with Ads	Wtd Avg Price	% Marked Local	Price Range	Stores with Ads	Wtd Avg Price	% Marked Local	Price Range	Stores with Ads	Wtd Avg Price	% Marked Local
Navel													
Oranges Valencia	each	0.15	3	0.15									
Oranges Valencia	per pound					0.33-0.68	78	0.49		0.99	11	0.99	
Oranges Valencia	4 lb bag	2.50-3.59	71	3.25		3.99	8	3.99					
Peaches Various White Flesh Varieties	per pound					1.99-2.99	580	2.51	52				
Peaches Various Yellow Flesh Varieties	per pound	1.49-1.69	85	1.61		0.99-2.99	331	2.83	92				
Pears Bosc	per pound	0.99	30	0.99		0.49-0.50	78	0.49					
Pears D'Anjou	per pound	0.88-1.29	266	0.99		0.98-0.99	199	0.99		0.77-0.98	82	0.86	21
Pineapples	each	2.00-3.99	850	2.68		1.98-3.99	816	3.05		2.00-3.99	528	3.29	
Plums	per pound					0.50	34	0.50					
Raspberries Red	6 oz package	2.99-3.00	206	2.99		1.50-3.99	670	2.76		2.99	1	2.99	
Strawberries	1 lb package	0.99-2.99	1,206	2.13		0.97-2.99	1,486	1.58	1	1.49-2.99	813	2.37	
Strawberries	2 lb package	2.47-4.99	455	3.41		2.99-4.99	281	4.11	5	2.99-4.88	321	3.84	
Watermelons Red Flesh Seeded Type	each	3.99	87	3.99									
Watermelons Red Flesh Seeded Type	per pound	0.25	10	0.25									
Watermelons Red Flesh Seedless Miniature	each	2.50-3.99	347	3.56		2.50-3.99	590	3.71		2.00-3.99	175	2.36	
Watermelons Red Flesh Seedless Miniature	per pound					0.59	14	0.59					
Watermelons Red Flesh Seedless Type	each	2.99-4.99	472	4.70		2.99-4.99	444	4.17		3.99-4.99	325	4.37	
Watermelons Red Flesh Seedless Type	per pound					0.20-0.69	382	0.61		0.33-0.59	168	0.49	
FRUITS - ORGANIC													
Apples Fuji	per pound	1.77	22	1.77		1.77	11	1.77		1.49-1.79	98	1.53	100
Apples Gala	per pound	1.77	22	1.77		1.25-1.77	81	1.32		1.50	80	1.50	100
Apples Gala	3 lb bag	3.99	15	3.99									
Apples Red Delicious	per pound	1.77	22	1.77		1.77	11	1.77					
Avocados Hass	each	0.88	22	0.88		0.88-1.50	55	1.28		1.25-2.00	36	1.69	
Blueberries	4.4 oz package					2.99	70	2.99					
Blueberries	6 oz package	3.99	22	3.99		3.99	8	3.99		4.99	182	4.99	
Blueberries	1 pint package									3.99	6	3.99	

Wtd Avg - Simple weighted average



Commodity Variety	Unit	SOUTH CENTRAL U.S.				SOUTHWEST U.S.				NORTHWEST U.S.			
		Price Range	Stores with Ads	Wtd Avg Price	% Marked Local	Price Range	Stores with Ads	Wtd Avg Price	% Marked Local	Price Range	Stores with Ads	Wtd Avg Price	% Marked Local
Cantaloups	per pound					0.99	81	0.99		0.99	7	0.99	
Grapefruit Red	each									0.69	1	0.69	
Grapefruit Red	per pound									0.99	7	0.99	
Honeydews	per pound					0.99	11	0.99					
Lemons	each					0.49	4	0.49		0.50	8	0.50	
Lemons	per pound									1.49	1	1.49	
Mangoes	each	1.50-2.00	147	1.54		1.50-1.99	156	1.74		1.50-2.00	9	1.94	
Oranges Navel	per pound	0.99	6	0.99									
Oranges Navel	4 lb bag	3.99	12	3.99									
Oranges Valencia	per pound					0.99-1.28	27	1.16		0.98-0.99	8	0.98	
Oranges Valencia	4 lb bag					2.50-2.99	346	2.89		3.49	1	3.49	
Pears Bartlett	per pound									1.50	118	1.50	
Pears D'Anjou	per pound	1.49	24	1.49		1.49	90	1.49		1.49-1.50	129	1.50	
Raspberries Red	6 oz package	3.99	12	3.99						4.99	182	4.99	
Strawberries	1 lb package	2.50-3.99	454	3.71		2.99-3.99	215	3.08	4	2.99-4.99	21	3.80	
Watermelons Red Flesh Seedless Miniature	each									3.98	21	3.98	
Watermelons Red Flesh Seedless Miniature	per pound					0.99	38	0.99					
Watermelons Red Flesh Seedless Type	each	5.99	38	5.99									
Watermelons Red Flesh Seedless Type	per pound									0.59	7	0.59	

ONIONS AND POTATOES

Onions, Dry Red	per pound					0.33-0.99	104	0.77		0.88	7	0.88	
Onions, Dry White	per pound	0.29	10	0.29		0.99	188	0.99					
Onions, Dry Yellow	per pound	0.49-0.50	60	0.49		0.12-0.49	350	0.29		0.33-0.49	53	0.38	
Onions, Dry Yellow	2 lb bag					1.00	64	1.00					
Onions, Dry Yellow	3 lb bag	2.00-2.99	176	2.54		2.00	11	2.00					
Onions, Dry Yellow Marked Sweet	per pound	0.29-1.00	564	0.76		0.79-0.99	195	0.86		0.59-1.29	227	0.93	
Onions, Dry Yellow Marked Sweet	2 lb bag					1.99	143	1.99					
Onions, Dry Yellow Marked Sweet	3 lb bag	0.99-2.50	247	2.45									
Onions, Dry Yellow Marked Sweet	5 lb bag	2.49-2.99	82	2.78						2.49	1	2.49	
Potatoes Round Red	per pound	0.49-0.99	310	0.73		0.39-0.99	202	0.69		0.68-0.79	42	0.76	31

Wtd Avg - Simple weighted average



Commodity Variety	Unit	SOUTH CENTRAL U.S.				SOUTHWEST U.S.				NORTHWEST U.S.			
		Price Range	Stores with Ads	Wtd Avg Price	% Marked Local	Price Range	Stores with Ads	Wtd Avg Price	% Marked Local	Price Range	Stores with Ads	Wtd Avg Price	% Marked Local
Potatoes Round Red	3 lb bag	1.99	6	1.99									
Potatoes Round Red	5 lb bag	2.50-2.99	287	2.65		2.99	222	2.99					
Potatoes Round White	per pound					0.77	19	0.77					
Potatoes Russet	per pound	0.47-0.79	196	0.62		0.48-0.50	215	0.49		0.37-0.79	488	0.59	6
Potatoes Russet	5 lb bag	1.50-2.50	300	2.44		0.99-2.50	482	2.12		1.50	7	1.50	
Potatoes Russet	10 lb bag	1.99-3.99	70	3.32		1.49-2.99	270	1.88		2.99	202	2.99	
Potatoes Yellow Type	per pound					0.79-0.99	12	0.92		0.79	44	0.79	
Potatoes Yellow Type	5 lb bag	2.50-2.99	96	2.74		2.99	292	2.99					
ONIONS AND POTATOES - ORGANIC													
Onions, Dry Yellow	per pound					0.99	11	0.99					
Onions, Dry Yellow	3 lb bag					1.99	70	1.99					
Potatoes Russet	per pound									1.28	21	1.28	
VEGETABLES													
Artichokes	each	0.88-2.50	317	2.16		0.69-2.50	992	1.69	13	0.50-2.50	609	1.82	
Asparagus Green	per pound	1.77-2.99	973	2.47		1.47-2.99	799	2.67	44	1.58-2.99	456	2.08	39
Beans Round Green Type	per pound	0.98-1.99	551	1.46		1.38	16	1.38		1.29-1.88	131	1.32	
Broccoli	per pound	1.29	22	1.29		0.50-0.99	344	0.95		0.69-1.29	97	1.18	
Broccoli	per bunch	0.88-1.49	247	1.24		0.99	296	0.99					
Broccoli Crown Cut	per pound	0.98-1.50	445	1.22		0.49-1.29	282	1.16	3	0.79-0.98	50	0.85	
Cabbage Round Green Type	per pound	0.33-0.50	158	0.47		0.15-0.33	105	0.26		0.48-0.49	43	0.49	
Carrots	per pound					0.33-0.50	50	0.37		0.58	7	0.58	
Carrots	1 lb bag	0.49-0.79	32	0.69									
Carrots	2 lb bag	1.19-1.49	68	1.42		1.25	10	1.25		0.88	17	0.88	
Carrots Baby Peeled	1 lb bag	1.19-1.50	196	1.45		0.69-1.50	767	1.25		0.99-1.50	83	1.33	
Carrots Baby Peeled	2 lb bag	2.00-2.50	247	2.46		2.00-2.50	127	2.46		2.00-2.50	104	2.30	
Cauliflower	each	1.49	122	1.49									
Cauliflower	per pound	0.99	30	0.99		0.69-0.99	176	0.97		0.74-1.29	116	1.13	
Celery	each	0.79-0.99	415	0.91		0.49-0.99	205	0.65	4				
Cilantro	per bunch	0.34-0.49	140	0.36		0.20-0.25	49	0.23					
Corn-Sweet	each	0.14-1.25	1,366	0.39		0.17-0.50	1,635	0.36	19	0.30-0.79	537	0.44	
Cucumbers	each	0.34-0.69	451	0.58	1	0.17-0.79	950	0.55		0.48-0.50	44	0.50	

Wtd Avg - Simple weighted average



Commodity Variety	Unit	SOUTH CENTRAL U.S.				SOUTHWEST U.S.				NORTHWEST U.S.			
		Price Range	Stores with Ads	Wtd Avg Price	% Marked Local	Price Range	Stores with Ads	Wtd Avg Price	% Marked Local	Price Range	Stores with Ads	Wtd Avg Price	% Marked Local
Cucumbers Long Seedless-Greenhouse	each	1.00-1.25	139	1.04		1.00-1.50	383	1.18		1.00-1.99	295	1.80	
Lettuce, Iceberg	each	0.88-1.29	117	0.99		0.33-1.49	493	0.98	2	0.88	5	0.88	
Lettuce, Other Boston	each					1.49	8	1.49	100				
Lettuce, Other Green Leaf	each	0.88-1.50	199	1.27		0.50-1.49	583	0.96	1	0.98	7	0.98	
Lettuce, Other Red Leaf	each	0.88-1.50	180	1.30		0.50-1.49	583	0.96	1	0.98	7	0.98	
Lettuce, Romaine	each	0.88-1.50	165	1.34		0.50-1.49	572	0.96	1	0.98-1.50	57	1.27	
Lettuce, Romaine Hearts	3 count package	2.00-2.50	211	2.45		2.00-2.50	53	2.08		1.97-2.50	190	2.48	
Mushrooms Portobella	8 oz package	1.50-1.79	188	1.68									
Mushrooms White	8 oz package	0.99-2.00	442	1.60		2.00-2.50	297	2.40		1.50-1.89	197	1.59	
Onions Green	per bunch	0.34-0.50	120	0.45		0.25-0.50	344	0.47		0.33-0.69	126	0.43	
Peppers, Bell Type Green	per pound					1.49	16	1.49	50				
Peppers, Bell Type Green	each	0.49-0.69	129	0.53		0.25-1.00	1,228	0.70		0.48-0.99	336	0.94	
Peppers, Bell Type Red	each	0.77-1.25	221	1.21		0.88-1.25	449	1.00		0.99-1.00	311	0.99	
Peppers, Bell Type Red-Greenhouse	each	0.77	41	0.77									
Radishes	per bunch					0.25-0.50	363	0.46		0.33-0.50	120	0.42	
Salad Mixed Types	1 lb bag	1.49	15	1.49						4.99	182	4.99	
Salad Mixed Types	10 - 12 oz package	0.99-3.99	969	2.67		0.99-3.00	1,194	2.28		1.68-2.50	742	2.24	
Salad Mixed Types	5 - 9 oz package	2.49-2.88	243	2.56		0.99-3.00	824	2.18		1.50-2.50	758	2.24	
Spinach Flat, Baby Type	9 oz package	2.00-2.50	100	2.06		2.00	23	2.00					
Squash Yellow Crookneck/Straightneck	per pound	0.89-1.98	413	1.19		0.69-0.99	341	0.86	2	1.49	202	1.49	
Squash Zucchini	per pound	0.77-1.98	416	1.19		0.69-0.99	768	0.93	1	0.88-1.49	216	1.45	
Sweet Potatoes	per pound	0.79-0.89	57	0.88		0.33-0.88	104	0.70					
Tomatoes	per pound	0.77-1.39	39	0.95		0.50-1.49	190	0.67		2.49	182	2.49	
Tomatoes Vine Ripes	per pound					0.50-1.49	20	0.90					
Tomatoes Vine Ripes-Greenhouse	per pound	0.99-2.99	189	1.53		1.49-1.99	134	1.92		0.88-1.49	42	1.30	
Tomatoes Vine Ripes, On The Vine-Greenhouse	per pound	0.88-2.49	894	1.64		0.75-1.99	1,064	1.64	2	0.78-1.99	203	1.15	
Tomatoes, Cherry	1 pint package	2.00	22	2.00		2.00	11	2.00					
Tomatoes, Grape Type	1 pint package	1.50-2.00	44	1.75		2.00-3.00	248	2.96		1.99	6	1.99	
Tomatoes, Grape Type	10 oz package	1.19-1.50	56	1.46						2.99-3.00	327	2.99	
Tomatoes, Plum Type Roma	per pound	0.34-0.99	50	0.81		0.17-1.29	916	0.94		0.77-1.29	219	1.25	

Wtd Avg - Simple weighted average



Commodity Variety	Unit	SOUTH CENTRAL U.S.				SOUTHWEST U.S.				NORTHWEST U.S.			
		Price Range	Stores with Ads	Wtd Avg Price	% Marked Local	Price Range	Stores with Ads	Wtd Avg Price	% Marked Local	Price Range	Stores with Ads	Wtd Avg Price	% Marked Local
VEGETABLES - ORGANIC													
Artichokes	each									3.00	8	3.00	
Asparagus Green	per pound					4.99	8	4.99		3.99	13	3.99	100
Beans Round Green Type	per pound									2.99	7	2.99	
Broccoli	per pound					0.99-1.29	82	1.15		1.68	7	1.68	
Broccoli	per bunch	2.50	135	2.50		1.29-1.99	266	1.97	6	2.50	1	2.50	
Broccoli Baby Hybrid Type	per bunch					1.98-2.50	99	2.42	8				
Carrots	2 lb bag									1.69-1.99	29	1.98	
Carrots	per bunch									2.00-2.50	33	2.32	
Carrots Baby Peeled	1 lb bag	1.69	15	1.69		1.50	31	1.50					
Cauliflower	per pound									1.49	6	1.49	
Cucumbers	each	0.99	12	0.99		0.99-1.29	149	1.15		0.99-1.00	146	1.00	
Cucumbers Long Seedless-Greenhouse	each					1.79	116	1.79					
Greens Kale	per bunch					1.67	16	1.67					
Lettuce, Other Green Leaf	each	1.50	135	1.50		1.39-1.49	120	1.49		1.50-1.79	13	1.77	
Lettuce, Other Red Leaf	each	1.50	135	1.50		1.39-1.49	120	1.49		1.50-1.79	13	1.77	
Lettuce, Romaine	each	1.50	35	1.50		1.29-1.50	23	1.41	35	1.50-1.79	13	1.77	
Lettuce, Romaine Hearts	3 count package	1.99-2.99	71	2.68		1.50-2.68	86	1.72		2.49-2.50	185	2.50	
Salad Mixed Types	1 lb bag	4.99	43	4.99		3.99-4.99	26	4.37		3.99	116	3.99	
Salad Mixed Types	10 - 12 oz package					3.99	13	3.99					
Salad Mixed Types	5 - 9 oz package	2.99-3.99	220	3.96		2.50-3.00	60	2.72		2.50-3.58	136	3.02	
Spinach Flat, Baby Type	1 lb package					3.99	16	3.99					
Squash Zucchini	per pound					0.99	70	0.99					
Sweet Potatoes	per pound					1.50	11	1.50		1.00	80	1.00	
Tomatoes	per pound					2.99	8	2.99					
Tomatoes Vine Ripe - Heirloom Varieties	per pound					3.99	8	3.99					
Tomatoes Vine Ripes	per pound					1.50	70	1.50					
Tomatoes, Grape Type	1 pint package	1.99-3.29	54	2.57		1.50-3.29	160	2.51		2.59-3.29	12	3.23	
Tomatoes, Grape Type	10 oz package					2.99	18	2.99					
SEASONAL ITEMS													
Potted Plants	6 inch pot					8.99	118	8.99					

Wtd Avg - Simple weighted average



Commodity Variety	Unit	SOUTH CENTRAL U.S.				SOUTHWEST U.S.				NORTHWEST U.S.			
		Price Range	Stores with Ads	Wtd Avg Price	% Marked Local	Price Range	Stores with Ads	Wtd Avg Price	% Marked Local	Price Range	Stores with Ads	Wtd Avg Price	% Marked Local
Chrysanthemum													
Rose, Hybrid Tea	bunched 12s	8.88-19.99	340	13.93		8.88-14.99	2,159	10.80		9.98-15.99	607	11.06	
Tulips	bunched 10s	7.99-8.99	35	8.33		4.99-8.99	941	7.54		6.99	298	6.99	

REGIONAL DEFINITIONS

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

NORTHEAST U.S.	Connecticut, Delaware, Massachusetts, Maryland, Maine, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island and Vermont
SOUTHEAST U.S.	Alabama, Florida, Georgia, Mississippi, North Carolina, South Carolina, Tennessee, Virginia and West Virginia
MIDWEST U.S.	Iowa, Illinois, Indiana, Kentucky, Michigan, Minnesota, North Dakota, Nebraska, Ohio, South Dakota and Wisconsin
SOUTH CENTRAL U.S.	Arkansas, Colorado, Kansas, Louisiana, Missouri, New Mexico, Oklahoma, and Texas
SOUTHWEST U.S.	Arizona, California, Nevada and Utah
NORTHWEST U.S.	Idaho, Montana, Oregon, Washington, and Wyoming