

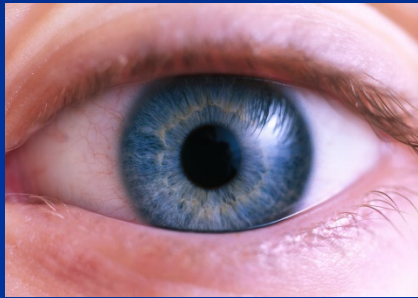


# Specialty Crops Market News

Washington, DC  
May 9, 2017



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*





Specialty Crops Market News Division

Agricultural  
Marketing  
Service

## National Retail Report - Specialty Crops

Websites: [www.marketnews.usda.gov/mmp/fv-home](http://www.marketnews.usda.gov/mmp/fv-home) and <http://www.ams.usda.gov/mnreports/fvwretail.pdf>  
and [http://www.ams.usda.gov/mnreports/wa\\_lo100.txt](http://www.ams.usda.gov/mnreports/wa_lo100.txt)

Volume XI - Number 18

Issued Weekly

Friday, May 5, 2017

### Advertised Prices for Specialty Crops at Major Retail Supermarket Outlets ending during the period of 04/29 to 05/11<sup>1,2</sup>

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.

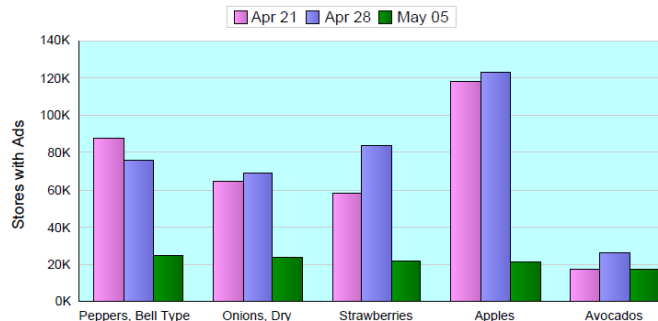
Total ad numbers this week were 376,112, steady from last week's 372,124 ads. The total number of ads broken out by commodity groups: fruit 178,852 (48% of all ads), onions and potatoes 35,447 (9%), vegetables 149,716 (40%), herbs 5,136 (1%) and ornamentals 6,691 (2%). The number of ads for organic produce 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/mnreports/wa\\_lo100.txt](http://www.ams.usda.gov/mnreports/wa_lo100.txt)

# National Retail Report – Specialty Crops

Top 5 Commodities Featured This Week

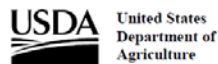


1 - Specialty Crops Market News surveys over 400 retailers, comprising over 30,300 individual stores, with online weekly advertised features.  
2 - Date range reflects one week of data collection ending on the report date and encompasses ad pricing good from the Saturday before the report release date through the following Friday.



# Specialty Crops Truck Rate Report

## Specialty Crops TRUCK RATE REPORT



Agricultural Marketing Service  
Specialty Crops Programs  
Market News Division

1400 Independence AVE SW Rm1529-S  
Washington, DC 20250-0328  
Phone: 202-720-2175

Volume XXXIX – Number 18

Issued Weekly

Wednesday, May 3, 2017

<http://www.marketnews.usda.gov/mnp/fv-home>

### 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 48-53 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.

DISTRICT/REGION	TRUCK AVAILABILITY				
	Surplus	Slight Surplus	Adequate	Slight Shortage	Shortage
Mexico Crossings Through Nogales, AZ					
Imperial & Coachella Valley California			First Report		
Kern District California					
Oxnard District California					
Salinas-Watsonville California					
Santa Maria California					
South and Central California					
South District California					
San Luis Valley Colorado					
Florida					
Central and North Florida					
Central and South Florida					
South Florida					
South Georgia (blueberries)			First Report		
Vidalia District Georgia					
Idaho and Malheur County Oregon					
Upper Valley, Twin Falls-Burley District ID					
Louisiana					
Aroostook County Maine			Last Report		
Michigan (apples)					
Mississippi					
Eastern North Carolina					
New York (apples)					
New York (onions)			Last Report		
Lower Rio Grande Valley Texas					
Mexico Crossings Through Texas					
Columbia Basin Washington					
Yakima Valley & Wenatchee District WA					
Central Wisconsin					



# Fresh Fruit and Vegetable National Shipping Point Trends

## Fresh Fruit and Vegetable NATIONAL SHIPPING POINT TRENDS



Agricultural Marketing Service  
Specialty Crops Program  
Market News Division

2202 Monterey St. Suite 104-F  
Fresno, CA 93721  
Phone: 559-487-5178 FAX: 487-5199

Volume LX - Number 18

<http://www.marketnews.usda.gov/mnp/fv-home>

Tuesday, May 02, 2017

Unless otherwise stated, shipments, crossings or imports are for the weeks ending April 15, 22, 29, 2017 in that order in thousand hundredweight (cwt) 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 extra 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 30-34-33---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 precooling. Quality good.

**SOUTH GEORGIA**---Shipments 8-18-38---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 mostly 18.00-20.00; organic mostly 30.00-32.00. Includes palletization and cooling. Quality variable.

**MEXICO CROSSINGS THROUGH ARIZONA, CALIFORNIA & TEXAS DISTRICT**--- Crossings 28-31-19---Movement expected to decrease. Trading slow. Prices lower. Flats 12 6-ounce cups with lids medium 14.00-16.00. Includes palletization and cooling. Quality variable.

**EASTERN NORTH CAROLINA**---Light movement expected week ending May 13, with most shippers estimating week ending May 20. Early varieties, especially, experienced damage from freezing temperatures March 12-18. Currently, no F.O.B. is being issued.

#### MISCELLANEOUS BERRIES

**MEXICO CROSSINGS THROUGH ARIZONA, CALIFORNIA & TEXAS DISTRICT**--- Crossings 37-45-50---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

**MEXICO CROSSINGS THROUGH ARIZONA, CALIFORNIA & TEXAS DISTRICT**--- Crossings 39-46-46---Movement expected to increase slightly. Trading moderate. Prices unchanged. Flats 12 6-ounce cups with lids Red 18.00- 20.00. Includes palletization and cooling. Quality variable.

#### STRAWBERRIES

**OXNARD, CALIFORNIA DISTRICT**---Shipments 258-233-189---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 mostly 6.00-7.00; organic mostly 14.00. Includes palletizing and cooling. Quality variable.

#### SALINAS-WATSONVILLE, CALIFORNIA DISTRICT

---Shipments 50-34-162--- Movement expected to increase. Trading moderate. Prices lower. Flats 8 1-pound containers with lids medium-large 7.00-8.00; organic mostly 14.00. Includes palletizing and cooling. Quality variable.

#### EASTERN NORTH CAROLINA

---Shipments 3-6-4--- Movement expected to remain about the same. Trading moderate. Prices unchanged. Flats 8 1- pound containers with lids medium-large 11.00-14.00. Includes palletizing and cooling

### 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 Moderate---Movement expected to decrease slightly. Trading active. Prices Shippers Choice 115-140s and Organic 140s slightly higher, others generally unchanged. 7/10 bushel cartons Shippers First Grade 75s mostly 31.53-33.53, 95-115s mostly 36.53-38.53, 140s mostly 36.55-41.53, 165s 35.75-39.53, 200s 31.75-36.53, 235s mostly 28.05-33.53; Shippers Choice 75s mostly 18.53- 21.53, 95s 21.53-25.53, 115s mostly 24.00-27.53, 140s mostly 28.45-34.53, 165s mostly 31.75-36.53, 200s mostly 30.75-35.53, 235s mostly 23.00- 32.53; **ORGANIC** Shippers First Grade 95s mostly 45.00-48.05, 115s mostly 45.00-48.53, 140s mostly 42.00-48.53, 165s mostly 40.05-46.53.

#### LIMES

**MEXICO CROSSINGS THROUGH TEXAS**---Crossings 211-171-254---Movement expected to decrease slightly. Trading 110-150s fairly active for light supplies, 175s moderate, 200-230s slow, 250s very slow. Supplies 230-250s very heavy. Prices 110s higher, 150s slightly higher, 200-250s lower, 175s 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. 7/10 bushel cartons Navel Shippers First Grade 40s mostly 19.75-20.60, 48-56s 21.55-22.53, 72s mostly 19.55-21.53, 88s mostly 18.55-20.75, 113s mostly 17.53-18.53, 138s mostly 15.55-16.53;



## 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?



## SPECIALTY CROPS MARKET NEWS

Terry C. Long, Director  
Specialty Crops Market News  
1400 Independence Ave., SW  
Rm. 1529-S  
Washington, D.C. 20250-0238  
Phone: (202) 720-2175  
Email: [terry.long@ams.usda.gov](mailto:terry.long@ams.usda.gov)

100 Years of Service  
1915~2015  
**Compete Smarter**



<http://marketnews.usda.gov/mnp/tv-home>