



Agricultural Marketing Service

U.S. DEPARTMENT OF AGRICULTURE



AMS

Creating Opportunities for American Farms & Businesses



Agricultural Marketing Service
U.S. DEPARTMENT OF AGRICULTURE



Introduction to Specialty Crops Market News

FVIAC

April 20, 2023



Market News is...

**The Eyes and Ears
of American Agriculture**



Mission

**To provide timely, accurate,
and unbiased information on
current agricultural markets**



Motto

- **Get It**
- **Get It Right**
- **Get It Out**



Market Levels Covered

- **Shipping point or f.o.b.**
- **Terminal/wholesale (12 domestic markets)**
- **Retail – advertised weekly specials**
- **Farmers markets and producer auctions**



Staffing

Specialty Crops Market News has around 50 Market Reporters, state and Federal, covering domestic and international markets for hundreds of products



Other Information Products

- **Grape Cold Storage**
- **Honey and Beekeeping**
- **Apples for Processing and Juice Concentrates**
- **Imported Nuts and Frozen Berries**
- **International markets of interest**

Movement Data

- **Shipments, domestic**
 - **Truck, rail**
- **Crossings from Canada and 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**



National Retail Report – Specialty Crops



Agricultural Marketing Service

Specialty Crops Market News Division

National Retail Report - Specialty Crops

Websites: www.marketnews.usda.gov/mnp/fv-home and <http://www.ams.usda.gov/mnreports/fvwretail.pdf>
and http://www.ams.usda.gov/mnreports/wa_lo100.txt

Volume XVII - Number 5

Issued Weekly

Friday, February 3, 2023

Advertised Prices for Specialty Crops at Major Retail Supermarket Outlets ending during the period of 01/28 to 02/09^{1,2}

Rivals and Roses

This week stores used promotions for the Super Bowl and Valentine's Day to entice shoppers. Specials on avocados, cilantro, limes, and tomatoes had football fans doing their own endzone dances. Party trays were well-advertised, as were carrots, celery, broccoli, lemons, cucumbers, and bell peppers. Store patrons felt the love as retailers offered deals on cherries, grapes, strawberries, mangos, blackberries, and peaches. Cara Cara Navels, blood oranges, and red grapefruits stole shoppers' hearts with their red hues and sunkissed flavors.

Total ad numbers this week were 266,288 a 6% decrease from last week's total of 282,110. The total for the same week last year was 4% higher than for this year. The total number of ads broken out by commodity groups: fruit 153,810 (58% of all ads), onions and potatoes 26,583 (10%), vegetables 80,350 (30%), herbs 1,992, ornamentals 1,948, and hemp 1,605. The number of ads for organic produce was 44,842, 17% of total ads.

The following are the prices of major advertised items (3,000 plus ads) this week, compared to the same week last year. Significant increases in price for fruit this week included tangerines (3 lb. bag) at 28%, strawberries (1 lb.) at 16%, and blackberries at 12%. Significant decreases included blueberries (1 pt.) at 24%, avocados at 23%, mangos at 20%, organic blueberries (6 oz.) at 19%, seedless grapes (white at 18%, red at 11%), Navel oranges (ea.) at 10%, and red cherries at 10%. Significant changes in price this week for potatoes and onions included increases for potatoes (red at 15% and yellow at 14%). There were no significant decreases. Significant increases in price for vegetables this week included only packaged salad (5-9 oz.) at 14%. Significant decreases included only broccoli crowns at 11%.



Specialty Crops Truck Rate Report



SPECIALTY CROPS NATIONAL TRUCK RATE REPORT

Agricultural Marketing Service
Specialty Crops Market News
[Email us with accessibility issues with this report.](#)

February 1, 2023

Page 1

FVWTRK

FRUIT AND VEGETABLE TRUCK RATE REPORT FOR TUESDAY JANUARY 31, 2023

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					
	Report Type	Surplus	Slight Surplus	Adequate	Slight Shortage	Shortage
MEXICO CROSSINGS THROUGH NOGALES ARIZONA						
IMPERIAL, COACHELLA VALLEYS CA, CENTRAL AND WESTERN AZ, MEXICO CROSSINGS THROUGH CALEXICO AND SAN LUIS						
KERN DISTRICT CALIFORNIA						
OXNARD DISTRICT CALIFORNIA						
SANTA MARIA CALIFORNIA						
SOUTH DISTRICT CALIFORNIA						
SAN LUIS VALLEY COLORADO						



Fresh Fruit And Vegetable National Shipping Point Trends



NATIONAL SHIPPING POINT TRENDS

Agricultural Marketing Service
Specialty Crops Market News

March 21, 2023

Email us with accessibility issues with this report.

Page 1

FVWTRDS

Unless otherwise stated, shipments, crossings or imports are for the weeks ending March 04, 11, and 18, 2023, in that order in thousand hundredweight (cwt) or 100,000-pound units. The expected movement is for the period March 19-April 01, 2023. Prices are for Monday March 20, 2023, compared to Monday March 13, 2023. 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 products 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 the shipper are included in the price reported.

BERRIES

—BLACKBERRIES

MEXICO CROSSINGS THROUGH ARIZONA, CALIFORNIA AND TEXAS Crossings 60-52-50 --- Movement expected to increase. Trading Moderate. Prices Slightly Higher. Flats 12 6-ounce cups with lids mostly 14.00. Quality and condition variable. Many present shipments from prior bookings and/or previous commitments.

GUATEMALA IMPORTS – PORTS OF ENTRY SOUTH FLORIDA Imports U-1-1 --- Movement expected about the same. Trading Moderate. Prices Slightly Higher. From Guatemala. cartons flat 12-6 oz cups with lids mostly 16.00-17.00. Supplies light. Quality and condition variable but generally good. (U = unavailable)

—BLUEBERRIES

MEXICO CROSSINGS THROUGH ARIZONA, CALIFORNIA AND TEXAS Crossings 81-82-88 --- Movement expected to increase. Trading Fairly Active. Prices Generally Unchanged. Flats 12 1-pint cups with lids mostly 32.00-34.00. Flats 12 6-ounce cups with lids mostly 18.00. Quality generally good. Many present shipments from prior bookings and/or previous commitments.

CENTRAL AND NORTH FLORIDA 2023 CROP Shipments 3-1-5 --- Movement expected to increase as harvesting increases. Trading Exceeds supply. Flats 12 1-pint cups with lids large 42.00-44.00. 6-ounce cups with lids large mostly 25.00. ORGANIC 12 1-pint cups with lids large

New Report – National Weekly Hemp Report

NATIONAL WEEKLY HEMP REPORT

The National Weekly Hemp Report is issued by USDA AMS Specialty Crops Market News. This report contains the weekly retail advertised prices for selected hemp commodities as well as total import volumes and values of all hemp commodities entering the U.S. for both the current week and for the year to date.

This week retail ad totals decreased by 48% from last week and by 7% from the same week last year. The number of hemp items advertised also declined, from 7 to 5. Prices were unchanged from last week except conventional 8 oz. hemp seeds, which increased by 7%.

Retail Weekly Advertised Prices

Weighted Average Prices are in U.S. Dollars

Region	Commodity	Unit	THIS WEEK		LAST WEEK		LAST YEAR	
			Number of Ads	Wtd Avg Price	Number of Ads	Wtd Avg Price	Number of Ads	Wtd Avg Price
NATIONAL	HEMP PROTEIN	16 oz package	52	19.99	52	19.99	31	19.99
	HEMP SEEDS-SHELLED	8 oz package	52	9.99	161	9.33	100	8.30

ORGANIC

HEMP (SEEDS) OIL	4 oz	206	7.27	206	7.27	31	8.99
HEMP SEEDS-SHELLED	16 oz package	52	14.99	52	14.99	31	14.99
HEMP SEEDS-SHELLED	12 oz package	52	17.99	52	17.99	31	14.99



Specialty Crops Market News Program Profile

- **1,453 markets covered**
- **Over 4,000 buyers and sellers interviewed**
- **Over 786 commodities reported (includes 141 organic)**



Specialty Crops Market News Data Users

- **Other USDA Agencies: RMA, NASS, ERS, MDD, PACA**
- **Researchers and Universities**
- **Trade and Commodity/Grower Groups**
- **Shippers, Brokers, Wholesalers, Retailers, General Public**
- **Court System**



What's New?

- **New data source:**
 - **ACE replaced Cognos as data source for border crossings 2020-2021 providing more complete and accurate import volumes**



What's New?

- **Newest reports:**
 - **U.S. Mexico Canada Agreement Seasonal Perishable Products Weekly Update**
 - **Monthly Nut Import Report**
 - **National Weekly Hemp Report**



What's New?

- **New commodities reported:**
 - **Hemp – import volumes and retail prices**
 - **Frozen wild blueberries – import volumes**
 - **Frozen mixed berries**
 - **Frozen organic blueberries**



What's Next?

- **MARS – the Market Analysis and Reporting System**
 - **New data collection and dissemination system to add greater data access and functionality New public facing site – *My Market News* to replace the Market News Portal**
 - **Market News Mobile App available on Google Play and App Store**



What's Next?

- ***My Market News***
 - **Enhanced search tools, including an Application Program Interface (API)**
 - **Created ability to receive more information directly, requiring less manual input and data handling**
 - **Expanded public access to larger data sets**



Key Partnerships

- **MIOA – the Market Information Organization of the Americas**
 - **AMS serves as the Chair for network of 33 member nations within the Hemisphere to promote market data and transparency**
- **FAS – USDA Foreign Agricultural Service**
 - **AMS provides technical assistance and training for targeted in-country projects**



Future Market News Webinars

- **April 18, 2023 - Price Reporting:**
 - **Wholesale Markets, Shipping Points, Retail Advertised Specials, Organics and Hemp**
- **April 25, 2023 - Movement/ Transportation:**
 - **Shipments, Truck Rates, Imports, HTS Codes**
- **May 2, 2023 – Technology Updates:**
 - **MyMarketNews, Market News Mobile App**



Questions?

John T. Okoniewski, SCMN Director

John.Okoniewski@usda.gov

(202)720-2175