



## Specialty Crops Program



# Market News

## Objective, Transparent Market Information on Conventional and Organic Agricultural Products

The Agricultural Marketing Service (AMS) provides tools and services that help create opportunities for American farmers and businesses. One of the tools we provide is in-depth market information through our Market News Divisions.

Market News provides unbiased, timely and accurate price and volume information to farmers, ranchers and businesses around the globe. Each year, Market News issues thousands of reports providing the industry with key wholesale, retail and shipping data.

The reports give farmers, producers and other agricultural businesses the information they need to evaluate market conditions, identify trends, plan production, make purchasing and sales decisions, monitor price patterns, evaluate transportation options and accurately assess product demand.

### Specialty Crops Market News:

Specialty Crops Market News (SCMN) captures near-real-time price, supply and other relevant market information. Since 1915, SCMN has been the gold standard for market information of fruits, vegetables, herbs, onions, potatoes, ornamentals, honey and other specialty crops including hemp. Reporting prices on over 786 distinct commodities at various levels of the marketplace, SCMN disseminates nearly 3 million price records each year.

Shipping point prices are collected daily from domestic production areas, as well as all ports or points of entry for imports. Terminal or wholesale prices are reported daily at 11 U.S. locations. Retail price

information is collected from weekly advertisements for 271 chains comprising 29,700 individual store on a weekly basis.

Over 100 trillion pounds of specialty crops movement data are reported by SCMN annually, which includes products entering the U.S. from 66 countries. SCMN also issues a weekly truck rate report detailing the cost to transport produce from growing areas to major cities, the only data of its kind publicly available and a widely used resource within the industry.

### **Other Commodities We Cover:**

Market News is the definitive source for daily, weekly, monthly and annual agricultural market information. Whether through daily price reports or customized views of specific commodities, Market News covers both conventional and organic cotton, fruits, vegetables, hemp, bio-fuels, dairy, livestock, bison, poultry, eggs, tobacco, grain, hay and more.

### **Organic Market Reporting:**

Market News currently reports over 240 organic commodities and tracks and reports organic markets at three main levels – shipping point (or point of entry for imports), wholesale and retail. Reporting of organic commodities at shipping point includes tracking the volume of movement, which consists of domestic shipments or crossings from Mexico and Canada plus imports from other countries. Organic reports, including a Weekly Retail Organic Price Comparison Report, can be found on the AMS Market News webpage.

### **USDA Market News App**

The free USDA Market News App provides producers and others along the supply chain with instant access to market information about conventional and organic products. The app makes it easy for producers to access the information on a mobile phone.

The app is available in both iOS and Android versions. Search for “USDA Market News Mobile Application” in your device’s app store to download the app.

The specialty crop Market News platform can be accessed at [www.ams.usda.gov/market-news](http://www.ams.usda.gov/market-news).

