The Fruit and Vegetable Market News Portal: 
From Market Reports to Market Information

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Agricultural Marketing Service, USDA
The Fruit and Vegetable Market News Portal:

FROM MARKET REPORTS TO MARKET INFORMATION

U.S. Department of Agriculture
Agricultural Outlook Forum
February 22, 2008
Market News

Mission
To provide accurate, timely and unbiased information on current market conditions
First Market News report issued March 1915 in Hammond, LA

In early years, primary focus was on printed reports which were mailed, and later faxed

Dissemination was supplemented with recorder and radio reports

As Internet became available, text and PDF reports became available electronically
NEW YORK Terminal Prices as of 07-FEB-2008

Provided by: Fruit and Vegetable Market News, Federal - State Market News Service, USDA.

VEGETABLES

---ARTICHOKES: OFFERINGS INSUFFICIENT TO QUOTE.

---ASPARAGUS: MARKET LOWER. pyramid cartons 36.00-38.00 some 40.00 std 36.00-38.00 some 40.00 few higher 11 lb cartons bunched MX Green 26.00-18.00 std 16.00-18.00 few higher PE AIG 4.00-6.00 occas higher std fr cond 10.00-12.00 occas higher White 20.00-22.00 fr appear 18.00-20.00.

---BEANS: OFFERINGS LIGHT. bushel crates FL 38.00 fr appear 35.00-36.00 holdovers 30.00-35.00 occas 44.00-45.00 bushel cartons FL Round Green Type 38.00-40.00 few 42.00 5 lb cut (Round Green Type) 16.00-18.00 fr appear 15.00 occas lower 18.00-20.00.

---BEETS: MARKET ABOUT STEADY. cartons/crate occas higher 25 lb sacks loose CD Ontario med-lge 6.00-8.00 mostly 6.00-7.00.

---BROCCOLI: MARKET ABOUT STEADY. cartons AIG higher fr appear 12.00 occas higher bchd 18s 16 lbs bchd 18s 35.00 20 lb cartons loose AZ/CA Crowns lower.

---BROCCOLI: MARKET ABOUT STEADY. cartons AIG higher fr appear 12.00 occas higher bchd 18s 16 lbs bchd 18s 35.00 20 lb cartons loose AZ/CA Crowns lower.
Market News - Reports

• Advantages of text and PDF reports:
  – Good overview of all information
  – Compact, easily printed

• Disadvantages of text and PDF reports
  – Unstructured, static data that cannot be searched
  – Specific information not easily identifiable in text reports
  – Today’s report replaces yesterday’s - limited historical reports available
  – Customer requests for customized sets of historical data – required staff and delivery time
Why a Portal?

- Provides customers with real-time, web-based access to daily and historical information
- Since 1998, about 24 million price records for terminal markets alone – provides access to all
- Allow users to create and save customized views of data
Why a Portal?

• Data can be segregated for multiple combinations, like organics, greenhouse, season, origin, etc.

• Customers can download information in multiple formats: Excel, XML, plain text, and PDF

• By registering, users can set up a customized FVMN Portal home page
Fruit and Vegetable Market News Portal

General Features

- Browse By Commodity
- Browse By Report Type
- Custom Reports
- Popular Reports
- Other key features
Browse By Commodity

- Navigate by commodity group, then commodity
- First stop for FVMN Portal newcomer
- Best way to explore a commodity
Browse By Commodity

- Toggle between Market, Shipping Point and Movement
- Refine on any date, location, variety
Browse By Commodity

- Download to Excel, Text, XML or PDF
- In Excel, use additional filters and tools
<table>
<thead>
<tr>
<th>Commodity</th>
<th>Origin</th>
<th>Type</th>
<th>Ripe Date</th>
<th>Price 1</th>
<th>Price 2</th>
<th>Year</th>
<th>Grade</th>
<th>Origin Type</th>
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</thead>
<tbody>
<tr>
<td>TOMATOES</td>
<td>MEXICO CROSSINGS THROUGH NOGALES, ARIZONA flats 1 layer VINE RIPES 1/26/2008 6.95 8.95 2007 39s Grhse Incl Hydroponic</td>
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<tr>
<td>TOMATOES</td>
<td>MEXICO CROSSINGS THROUGH NOGALES, ARIZONA flats 1 layer VINE RIPES 1/26/2008 4.95 6.95 2007 45s Grhse Incl Hydroponic</td>
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</tbody>
</table>
Browse By Report Type

- Select Terminal Market, Shipping Point, or Movement
- Select location – click on link or anywhere on map
- Best way to explore a specific area

“California” selected in this example
• All information for the selected area is displayed
• Refine to specific location or date
Browse By Report Type

- Sample Movement report
- Refined to specific location and date
- Additional refinement available
Recently added refine options for organic and environment (primarily greenhouse)
Advanced Features

Browse By Commodity or Browse By Report Type for information on a *specific day*

Use Custom Report for retrieving data for longer periods or by season

Log in to the FVMN Portal for additional features and personalization, especially for Custom Reports (free account)
Customized Home Page for Registered User

Welcome Frederick
February 07, 2008

My Reports by Commodity/Report Type

- Bookmark for Shipping Point >> LETTUCE, ICEBERG.
- Terminal Market: NEW YORK - APPLES - Today's prices

My Custom Reports

- Bookmark for Movement MANGOES - IMPORTS THROUGH SOUTH FLORIDA/TAMPA Graph from 03-Jun-2006 to 20-May-2007.
- Shipping Points: CANTALOUPS, for all areas

My Scheduled Jobs


Quick Links

- Shipping Point High/Low Highlights
- Daily Movement Report
- Mexico Crossings Report
- National Shipping Point Trends
- National Fruit and Vegetable Retail Report

Run a Custom Report

Step 1: Report Type
Type: Terminal Market
by Location
by All Commodities

Weather Information

San Leandro, California, United States
(94579)

- 55°F
- Mostly Cloudy
- Winds: W 7 MPH
- Humidity: 74%
- Dew Points: 47°F
- Pressure: 30.29 in.
- Wind Chill: 53°F

News Releases
- USDA Fruit and Vegetable Industry Advisory Committee
  Meets February 7, 8
Customized Features

- Saved bookmarks for “Browse By” queries
- Saved bookmarks for Custom Reports
- Title bookmarks as you like
- Reuse bookmarks for modified queries
Customized Features

- Run a query and schedule future information for delivery to your email account
- Ability to choose which features appear on your personal home page

- Personalized weather, based on zip code
Custom Reports – the Power of the Portal

Select parameters for the query

- By Commodity
- Aggregate
- Location
- Time Period
- Additional Refinement Optional

**Run a Custom Report**

<table>
<thead>
<tr>
<th>Step 1: Report Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Type: Shipping Point by Commodity by All Commodities</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Step 2: Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Select a commodity: LETTUCE, ICEBERG</td>
</tr>
<tr>
<td>Aggregate: Season (by Week)</td>
</tr>
</tbody>
</table>

Select locations and the Add button (hold down the Ctrl button for multiple)

- ALL
- APPALACHIAN DISTRICT (VA, WV, MD, PA)
- ARGENTINA IMPORTS - PORT OF ENTRY LOS ANGELES AREA
- ARGENTINA IMPORTS - PORT OF ENTRY MIAMI INTERNATIONAL AIRPORT
- ARGENTINA IMPORTS - PORT OF ENTRY PHILADELPHIA AREA
- ARKANSAS VALLEY COLORADO
- AROOSTOOK COUNTY MAINE
- BIG LAKE AND CENTRAL MINNESOTA
- BIG LAKE MINNESOTA
- BRAZIL IMPORTS - PORTS OF ENTRY PHILADELPHIA AREA AND NEW YORK CITY AREA

Select locations and the Remove button to remove from list (hold down the Ctrl button for multiple)

- SALINAS-WATSONVILLE CALIFORNIA

<table>
<thead>
<tr>
<th>Step 3: Time Period</th>
</tr>
</thead>
<tbody>
<tr>
<td>Season: 2007</td>
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</table>

Run | Refine
Custom Reports – Results

Report

Location: SALINAS-WATSONVILLE CALIFORNIA
Commodity: LETTUCE, ICEBERG
Report Type: Shipping Point.
Aggregate by: Season (Weekly)  Date(s): 08-Feb-2008
Options: Save to My Custom Reports  Email Report  Email bookmark/shortcut

Download as: Excel  Text  XML  PDF

Prices represent open (spot) market sales by first handlers on product of generally after-sale adjustments unless otherwise stated. Brokerage fees paid by the shipper are not included and may include promotional allowances.

<table>
<thead>
<tr>
<th>Date</th>
<th>Low-High Price</th>
<th>Season</th>
<th>Item Size</th>
<th>Environment</th>
<th>Color</th>
<th>Packer</th>
<th>Package: cartons</th>
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<td>04/21/2007</td>
<td>7.35 - 9.33</td>
<td>2007</td>
<td>24S FLM LINED</td>
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<tr>
<td>04/21/2007</td>
<td>8.35 - 10.50</td>
<td>2007</td>
<td>24S FLMWRP</td>
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<tr>
<td>04/28/2007</td>
<td>8.50 - 9.00</td>
<td>2007</td>
<td>30S FLMWRP</td>
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<td>24S FLMWRP</td>
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<td>9.00 - 9.56</td>
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<td>24S FLM LINED</td>
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<td>05/05/2007</td>
<td>6.35 - 8.50</td>
<td>2007</td>
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<td>05/05/2007</td>
<td>7.35 - 9.56</td>
<td>2007</td>
<td>24S FLM LINED</td>
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<td>05/05/2007</td>
<td>8.00 - 10.00</td>
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<td>30S FLMWRP</td>
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<td>05/05/2007</td>
<td>9.25 - 10.56</td>
<td>2007</td>
<td>24S FLMWRP</td>
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<tr>
<td>05/12/2007</td>
<td>6.00 - 8.50</td>
<td>2007</td>
<td>24S FLM LINED</td>
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</tr>
</tbody>
</table>

Edit Query to modify the parameters previously selected
Custom Reports – Registered User Options

Report
Location: SALINAS-WATSONVILLE CALIFORNIA
Commodity: LETTUCE, ICEBERG
Report Type: Shipping Point.
Aggregate by: Season (Weekly) Date(s): 08-Feb-2008
Options: Save to My Custom Reports Email Report Email bookmark/shortcut

Custom options:
• Save the bookmark
• Email the report
• Email a shortcut to the report
• Graph the report
Custom Reports – Graphing Options

To graph the report, refine to specific parameters

New features:

- Graph multiple years for comparison
- Graph against five year average
- Available March 2008
Custom Reports – Graphing Options

Lettuce FOB Prices, 2007 Season and Comparisons

Example of Downloaded Graph
(Comparison Functionality available March 2008)

Note: * indicates the average is based on data of less than 5 years.
Custom Reports – Graphing Options

Download graph for inclusion into reports
Bookmark graph to run again later

Saving Graphs
Additional Features - Tools

Currency Conversion Tool

Currency Exchange Rates

Metric Conversion Tool

Length Conversion

Weight Conversion

Additional Weight Conversions

Volume Conversion

Metric Conversion

Tools

- Search FVMN
- Advanced Search
- Search Tips

My FVMN Account

- Login/Create Account
- Account Creation Instructions

Browse by Commodity

- Fruits
- Onions & Potatoes
- Vegetables
- Horts
- Nuts
- Ornamentals
- Honey

Browse by Report Type

- Terminal Market
- Shipping Point
- Movement
- Truck Rate

Custom Reports

- Run a custom report

Tools

- Metric Conversion Tool
- Currency Conversion Tool
- Market Reports by Email
Additional Features - Retail Report -

Popular Reports
- Shipping Point High/Low Highlights
- Daily Movement Report
- Mexico Crossings Report
- National Shipping Point Trends
- National Fruit and Vegetable Retail Report
- Tomato Report
- Plum Tomato Report
- Cherry Tomato Report
- Grape Tomato Report
- Asparagus Report

New!
Weekly supermarket advertised specials survey

Fruit and Vegetable Market News Branch
National Fruit and Vegetable Retail Report

Volume II - Number 2 Issued Weekly
Friday, January 11, 2003

Advertised Prices for Fruits & Vegetables at Major Retail Supermarket Outlets 01/05 to 01/171,2

Retailers continue to encourage healthy resolutions. Many retailers carried over the theme of healthier living from the previous New Year week. This included eating more fruits and vegetables for better health. The featuring of “buy 10 for 10” in the produce department was prominently displayed on a number of fruits and vegetables. Items featured included apples, avocados, broccoli (per lb), grapefruit, iceberg lettuce, mangos, oranges, peppers, and tomatoes. “Buy one get one free” ads were also noticed and items included blackberries, blueberries, mushrooms, strawberries, and grape tomatoes.

Overall this week, produce ads were featured more on fruits than vegetables. The top featured items were all fruit commodities and were: blueberries, cherries, strawberries, mangos, and cantaloupe. On the vegetable side of the department, baby beaded carrots (both conventional and organic) was the leading feature when added together. The second leading feature also when added together was conventional broccoli (per bunch and crowns) followed by sweet onions, green peppers, and russet potatoes.

Caring in prominence over the past few weeks have been stone fruit ads from Chile in addition to the first findings of grapes which showed a marked presence by the end of the week in some regions.

Top 5 Commodities Featured This Week

1. - Fruit and Vegetable Market News surveys more than 200 retailers, comprising roughly 17,000 individual stores, with online weekly advertised features.
2. - Date range reflects one week of data collection ending on the report release date and encompasses all pricing good from the Saturday before report release date through the following Thursday.
Interactive listing of commodities with price changes

<table>
<thead>
<tr>
<th>District Name</th>
<th>Commodity Name</th>
<th>Market Tone</th>
</tr>
</thead>
<tbody>
<tr>
<td>IMPERIAL, COACHELLA VALLEYS CALIF, CENTRAL AND WESTERN ARIZ, MEX CROSSINGS THROUGH CALExico AND SAN LUIS</td>
<td>BOK CHOY</td>
<td>WGA CRATES HIGHER OTHERS ABOUT STEADY.</td>
</tr>
<tr>
<td>MEXICO CROSSINGS THROUGH VARIOUS PORTS OF ENTRY AND SOUTH AND CENTRAL CALIFORNIA</td>
<td>BOK CHOY</td>
<td>HIGHER.</td>
</tr>
<tr>
<td>IMPERIAL, COACHELLA VALLEYS CALIF, CENTRAL AND WESTERN ARIZ, MEX CROSSINGS THROUGH CALExico AND SAN LUIS</td>
<td>BRUSSELS SPROUTS</td>
<td>HIGHER.</td>
</tr>
<tr>
<td>CARIBBEAN BASIN IMPORTS - PORTS OF ENTRY SOUTH FLORIDA</td>
<td>CABBAGE</td>
<td>RED SLIGHTLY HIGHER, GREEN ABOUT STEADY.</td>
</tr>
<tr>
<td>SANTA MARIA CALIFORNIA</td>
<td>CAULIFLOWER</td>
<td>HIGHER.</td>
</tr>
<tr>
<td>IMPERIAL &amp; COACHELLA VALLEY CALIFORNIA</td>
<td>CELERY</td>
<td>2-3 1/2 DOZEN HIGHER OTHERS ABOUT STEADY.</td>
</tr>
<tr>
<td>WESTERN ARIZONA</td>
<td>CELERY</td>
<td>2 DOZEN SLIGHTLY HIGHER OTHERS ABOUT STEADY.</td>
</tr>
<tr>
<td>SANTA MARIA CALIFORNIA</td>
<td>CELERY</td>
<td>2 DOZEN HIGHER 3-4 DOZEN LOWER OTHERS ABOUT STEADY.</td>
</tr>
<tr>
<td>OXNARD DISTRICT CALIFORNIA</td>
<td>CELERY</td>
<td>4 DOZEN AND HEARTS HIGHER 2 DOZEN LOWER OTHERS ABOUT STEADY.</td>
</tr>
<tr>
<td>IMPERIAL, COACHELLA VALLEYS CALIF, CENTRAL AND WESTERN ARIZ, MEX CROSSINGS THROUGH CALExico AND SAN LUIS</td>
<td>CHINESE CABBAGE</td>
<td>SLIGHTLY HIGHER.</td>
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<tr>
<td>OXNARD DISTRICT CALIFORNIA</td>
<td>CILANTRO</td>
<td>30G HIGHER 60G LOWER.</td>
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<td>CARIBBEAN BASIN IMPORTS - PORTS OF ENTRY SOUTH FLORIDA</td>
<td>COCONUTS</td>
<td>SLIGHTLY HIGHER.</td>
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<tr>
<td>IMPERIAL, COACHELLA VALLEYS CALIF, CENTRAL AND WESTERN ARIZ, MEX CROSSINGS THROUGH CALExico AND SAN LUIS</td>
<td>ESCAROLE</td>
<td>HIGHER.</td>
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<td>SOUTH &amp; CENTRAL DISTRICT CALIFORNIA</td>
<td>LEMONS</td>
<td>SHIPPERS CHOICE GRADE 140-235S SLIGHTLY HIGHER, OTHERS ABOUT STEADY.</td>
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<tr>
<td>IMPERIAL, COACHELLA &amp; PALO VERDE VALLEYS CALIFORNIA</td>
<td>LETTUCE-ROMAINE</td>
<td>HEARTS ABOUT STEADY, OTHERS SLIGHTLY HIGHER.</td>
</tr>
</tbody>
</table>
Additional Features - Weather

Weather

Enter your 'City, State', US ZIP Code or International City

Agricultural Weather Information
International Forecast
Weather Maps
Tropical Storm Maps
Drought Index Map

Palmer Drought Index by Climate divisions
Crop Moisture Index by Climate Divisions

Drought Contour Maps

Palmer Drought Index

USDA - FVMN

For Week Ending 2 FEB 2006

Created: Thu Feb 09 2006 02:18 EST

Washington, D.C., United States (20250)

Lat: 38.90 N  Lon: 77.04 W  Wx Zone: DC2001  ICAO: KIAD

Yesterday's Weather

High: 59F
Low: 40F

Current Conditions

Humidity: 47%
Dew Point: 27F
Wind: 12 MPH
Heat Index: 48F
Pressure: 29.99 in
Wind Chill: 46F

Sun and Moon Information

Civil Twilight: 6:41 AM EST
Civil Twilight: 6:04 PM EST
Sunrise: 7:04 AM EST
Sunset: 5:36 PM EST

Moon Phases: Waxing Crescent Moon

Thur Feb 09 2006 07:23 EST
## Daily Movement Report

### SHIPMENTS AND CROSSINGS FOR SELECTED COMMODITIES IN 40,000 LB UNITS

<table>
<thead>
<tr>
<th>COMMODITY/ORIGIN/DIVISION</th>
<th>JAN</th>
<th>FEB</th>
<th>FEB</th>
<th>FEB</th>
<th>FEB</th>
<th>FEB</th>
<th>TOTAL TO DATE</th>
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<td>THIS YEAR</td>
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<td>Apples</td>
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<td>Appalachia</td>
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<td>Appalachia District</td>
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<td>11</td>
<td>15</td>
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<td>9</td>
<td>1,781</td>
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<td>80</td>
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Report with season totals (PDF format)
What’s Next?

• Portal Communities
• RSS notification of updated information
• Add Districts to rail movement data
• Improve display on Portal queries
• Make additional graphing options available
• Add improved functionality to the Retail Report
http://www.marketnews.usda.gov/portal/fv

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Thank You!