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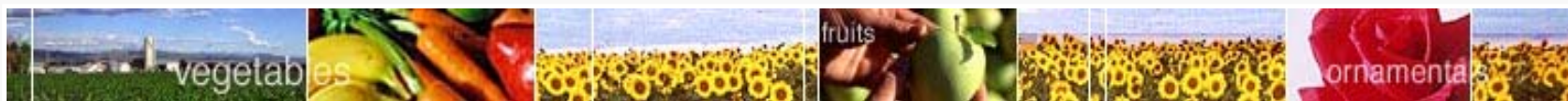
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Agricultural Outlook Forum
U.S. Department of Agriculture

Presented: February 22, 2008

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

Terry Long
Chief, Fruit and Vegetable Market News
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**

Market News - Background

- **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**

Market News - Reports

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 4
26.00 few higher 11 lb cartons bunched MX Gre
16.00-18.00 std 16.00-18.00 few higher PE AIF
few 14.00 ord cond 4.00-6.00 lge fr cond 10.0
4.00-6.00 occas higher std fr cond 10.00-12.0
occas higher White 20.00-22.00 fr appear 18.0
---BEANS: OFFERINGS LIGHT. bushel crates FL
38.00 fr appear 35.00-36.00 holdovers 30.00 M
44.00-45.00 bushel cartons FL Round Green Typ
Round Green Type 38.00-40.00 few 42.00 5 lb c
Type) 16.00-18.00 fr appear 15.00 occas lower
18.00-20.00
---BEETS: MARKET ABOUT STEADY. cartons/crat
occas higher 25 lb sacks loose CD Ontario med
med-lge 6.00-8.00 mostly 6.00-7.00
---BROCCOLI: MARKET ABOUT STEADY. cartons 2
higher fr appear 12.00 occas higher bchd 18s
bchd 18s 35.00 20 lb cartons loose AZ/CA Crov
occas lower



Market News

Fruit and Vegetable Programs

AMS USDA SEARCH

Market News Text Reports - Fruit & Vegetable

[Subscribe](#) to E-mail Delivery of Market News Reports



Please Note: Several new Text Report features were recently added as part of a continuous effort to improve our service to you. These enhancements include modifications that allow segregated display of organic and greenhouse market information on text reports. For example, terminal market reports now show organic information separately from non organic information. Shipping point (fob) reports show organic information at the end of each commodity. Both types of reports show greenhouse information after non-greenhouse items so that this type of information can be located more easily. For movement reports, information for the commodity "Tomatoes, Greenhouse" is now shown with "Tomatoes."

Fruit & Vegetable Market Reports

- [U.S. Wholesale \(Terminal\) Market Price Reports](#)
- [International Wholesale \(Terminal\) Market Price Reports](#)
- [Shipping Point Price and Supply Reports](#)
- [National Rail Shipments \(Movement\) by Car and Van Count](#)
- [National Rail Shipments \(Movement\) by Weight](#)
- [National Truck Shipments and Imports \(Movement\) by Package Count](#)
- [National Truck Shipments and Imports \(Movement\) by Weight](#)
- [Weekly Shipments \(Movement\) - All Commodities \(100,000 lb units\)](#)
- [Weekly Shipments \(Movement\) by Commodity](#)
- [National Shipping Point Trends](#)
- [National Truck Rate Report](#)

Ornamental Crops Market Reports

- [Wholesale Cut Flower Price Reports](#)
- [Shipping Point Cut Flower Price Reports](#)
- [Cut Flower Import and Shipment \(Movement\) Reports](#)
- [Ornamental Shipping Point Trends Report](#)

Specialty Reports

- [Peanut Reports](#)
- [Wholesale \(Terminal\) Market Nut Reports](#)
- [Pecan Report](#)

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**

USDA United States Department of Agriculture
Agricultural Marketing Service

FRUIT & VEGETABLE MARKET NEWS

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Browse by Commodity
 > Fruits
 > Onions & Potatoes
 > Vegetables
 > Herbs
 > 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

Welcome to the Fruit & Vegetable Market News (FVMN) Website.


 February 07, 2008

Run a Custom Report
 Step 1: Report Type
 Type: by
 by


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

Weather Information

 Your local forecast by 'City, State' or 'US ZipCode'

 USDA-NOAA Agricultural Weather Information

News Releases
 o **USDA Fruit and Vegetable Industry Advisory Committee Meets February 7-8**
 o **Conner Announces Purchase of Up to a Half Million Pounds of Canned Plums**
 o **Conner Announces Purchase of Up to 8.1 Million Pounds of Red Tart Cherry Products**

Market News Contacts and Locations


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 o PACA
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 o National Organic Program

USDA Links
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 o Foreign Agricultural Service (FAS)
 o National Agricultural Library


[get more info](#)

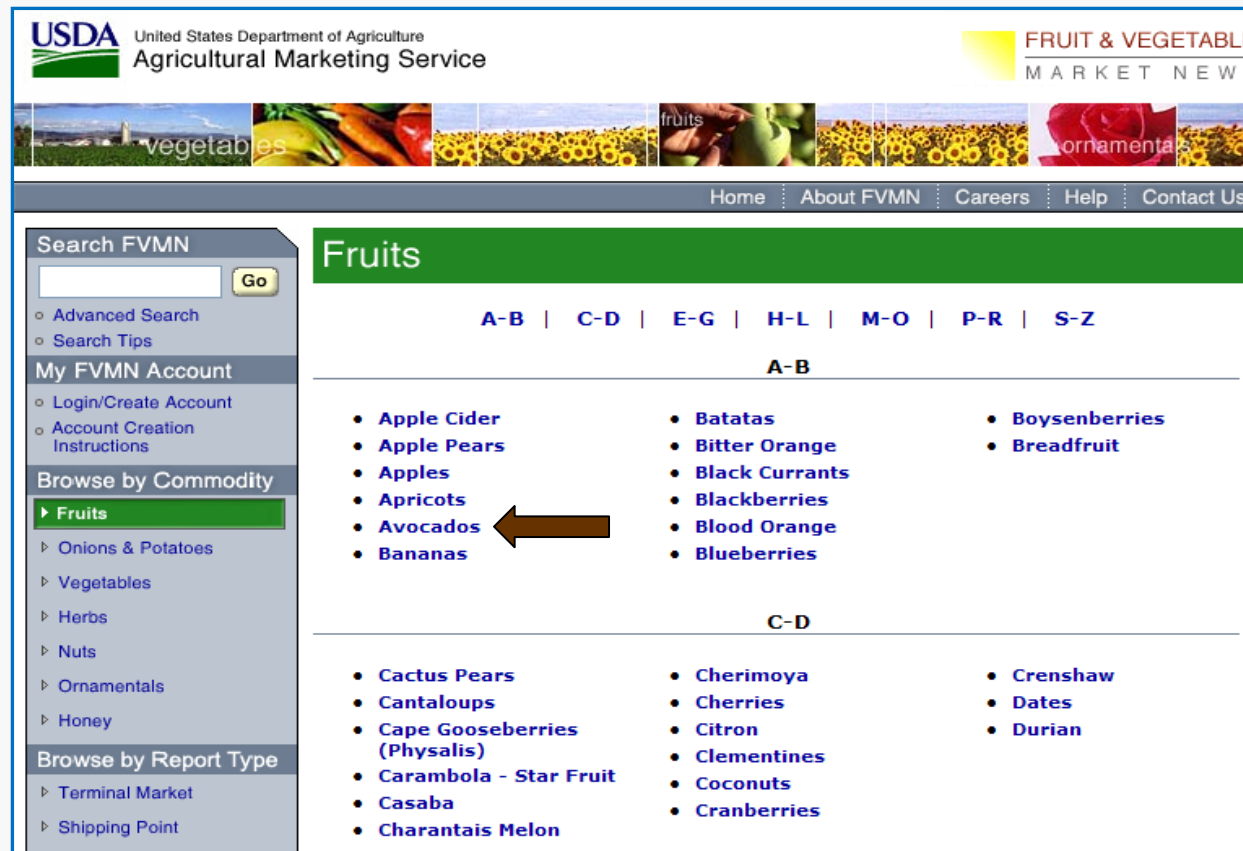
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 FOIA | Accessibility Statement | Privacy Policy | Non-Discrimination Statement | Information Quality | FirstGov | Whitehouse.gov

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



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FRUIT & VEGETABLE MARKET NEW

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Browse by Commodity
▶ **Fruits**
▶ Onions & Potatoes
▶ Vegetables
▶ Herbs
▶ Nuts
▶ Ornamentals
▶ Honey

Browse by Report Type
▶ Terminal Market
▶ Shipping Point

Fruits

A-B | C-D | E-G | H-L | M-O | P-R | S-Z

A-B

- Apple Cider
- Apple Pears
- Apples
- Apricots
- Avocados
- Bananas
- Batatas
- Bitter Orange
- Black Currants
- Blackberries
- Blood Orange
- Blueberries
- Boysenberries
- Breadfruit

C-D

- Cactus Pears
- Cantaloups
- Cape Gooseberries (Physalis)
- Carambola - Star Fruit
- Casaba
- Charantais Melon
- Cherimoya
- Cherries
- Citron
- Clementines
- Coconuts
- Cranberries
- Crenshaw
- Dates
- Durian

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

Browse By Commodity

Report

Commodity: AVOCADOS

Report Type: Terminal Market.

Aggregate by: Daily **Date(s):** 07-Feb-2008

Download as: [Excel](#) [Text](#) [XML](#) [PDF](#) (adobe reader required) [Printable View](#) (adobe reader required)

[Terminal Market](#)
[Shipping Point](#)
[Movement](#)

Refine results:

Location: Variety:

Select Date: Type: Environment: Hide Empty Columns: ☐

Date Format: mm/dd/yyyy

BOSTON : AVOCADOS Market: ABOUT STEADY.												
BOSTON : AVOCADOS Package: cartons 2 layer Variety: HASS												
Date	Low-High Price	Mostly Low-High Price	Origin	Origin District	Item Size	Environment	Color	Unit of Sale	Quality	Condition	Storage	Appearance
02/07/2008	40.00 - 40.00	-	CALIFORNIA		48S				FR QUAL			
02/07/2008	42.00 - 44.00	43.00 - 44.00	CALIFORNIA		48S							
02/07/2008	35.00 - 38.00	36.00 - 37.00	DOMINICAN REPUBLIC		48S							
02/07/2008	40.00 - 40.00	-	MEXICO		36S							
02/07/2008	37.00 - 40.00	38.00 - 39.00	MEXICO		48S							
02/07/2008	38.00 - 38.00	-	MEXICO		60S							

BOSTON : AVOCADOS Package: 4/5 bushel cartons Variety: VARIOUS GREENSKIN VARIETIES														
Date	Low-High Price	Mostly Low-High Price	Origin	Origin District	Item Size	Environment	Color	Unit of Sale	Quality	Condition	Storage	Appearance	Crop	Trans
02/07/2008	38.00 - 38.00	-	FLORIDA		18S									

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

Browse By Commodity

Report

Commodity: AVOCADOS
Report Type: Terminal Market.
Aggregate by: Daily **Date(s):** 07-Feb-2008

Download as: Excel Text XML PDF (adobe reader required) Printable View (adobe reader required)

Refine results:
 Location: Variety:
 Select Date: Date Format:
 Hide Empty Columns: ☐

BOSTON : AVOCADOS

Date	Low-High Price	Mostly Low-High Price	Origin	Origin District	Item Size	Environment	Color	Unit of Sale	Quality	Condition	Storage	Appearance
02/07/2008	40.00 - 40.00	-	CALIFORNIA		48S				FR QUAL			
02/07/2008	42.00 - 44.00	43.00 - 44.00	CALIFORNIA		48S							
02/07/2008	35.00 - 38.00	36.00 - 37.00	DOMINICAN REPUBLIC		48S							
02/07/2008	40.00 - 40.00	-	MEXICO		36S							
02/07/2008	37.00 - 40.00	38.00 - 39.00	MEXICO		48S							
02/07/2008	38.00 - 38.00	-	MEXICO		60S							

BOSTON : AVOCADOS **Package:** 4/5 bushel cartons **Variety:** VARIOUS GREENSKIN VARIETIES

Date	Low-High Price	Mostly Low-High Price	Origin	Origin District	Item Size	Environment	Color	Unit of Sale	Quality	Condition	Storage	Appearance	Crop	Trans
02/07/2008	38.00 - 38.00	-	FLORIDA		18S									

- Download to Excel, Text, XML or PDF
- In Excel, use additional filters and tools

Browse By Commodity

TOMATOES	MEXICO CROSSINGS THROUGH NOGALES, ARIZONA		flats 1 layer	VINE RIPES	1/26/2008	6.95	8.95	2007	39s	Grnhse Incl Hydroponic
TOMATOES	MEXICO CROSSINGS THROUGH NOGALES, ARIZONA		flats 1 layer	VINE RIPES	1/26/2008	4.95	6.95	2007	45s	Grnhse Incl Hydroponic
TOMATOES	MEXICO CROSSINGS THROUGH NOGALES, ARIZONA	Organic	15 lb cartons	VINE RIPES	12/15/2007	24.45	25.00	2007	32s	Greenhouse
TOMATOES	MEXICO CROSSINGS THROUGH NOGALES, ARIZONA	Organic	15 lb cartons	VINE RIPES	12/15/2007	24.45	25.00	2007	35s	Greenhouse
TOMATOES	MEXICO CROSSINGS THROUGH NOGALES, ARIZONA	Organic	15 lb cartons	VINE RIPES	12/22/2007	24.45	26.95	2007	32s	Greenhouse

Sample downloaded query – Excel format

Browse By Report Type

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Browse by Commodity

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

Browse by Report Type

- Terminal Market
- Shipping Point**
- Movement
- Truck Rate

Custom Reports

- Run a custom report

Tools

- Metric Conversion Tool

Shipping Point

- Arizona
- Arkansas
- California**
- Colorado
- Delaware
- Florida
- Georgia
- Idaho
- Illinois
- Indiana
- Louisiana
- Massachusetts
- Maryland
- Maine
- Michigan
- Minnesota
- Mississippi
- Missouri
- North Carolina
- North Dakota
- New Jersey
- New Mexico
- New York
- Oklahoma
- Oregon
- Pennsylvania
- South Carolina
- Tennessee
- Texas
- Virginia
- Washington
- West Virginia
- Wisconsin

“California” selected in this example

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

Browse By Report Type

Report

Location: IMPERIAL & COACHELLA VALLEY CALIFORNIA
Report Type: Shipping Point. **State:** CA
Aggregate by: Daily **Date(s):** 07-Feb-2008

Download as:
[Excel](#)
[Text](#)
[XML](#)
[PDF](#) (adobe reader required)
 [Printable View](#) (adobe reader required)

Refine results:
Commodity:
Select Date:
Date Format: mm/dd/yyyy
Type: Environment:

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 adjustments unless otherwise stated. Brokerage fees paid by the shipper are included in the price reported.

No results found for that date range. Displaying report for most recent date.

IMPERIAL & COACHELLA VALLEY CALIFORNIA : CELERY Shipping Point and Delivered Sales Shipping Point Basis										Demand: MODERATE. Comment: Extra services included.		Market: 2-2 1/2 DOZEN HIGHER OTHERS ABOUT STEADY.		Basis of Sale	
CELERY Package: cartons															
Date	Low-High Price	Mostly Low-High Price	Season	Item Size	Environment	Color	Unit of Sale	Quality	Condition	Storage	Appearance	Import/Export			
02/06/2008	7.45 - 8.50	-	2008	2 DZ											
02/06/2008	7.45 - 8.50	-	2008	2 1/2 DZ											
02/06/2008	7.45 - 9.25	7.45 - 8.50	2008	3 DZ											
02/06/2008	7.45 - 9.25	7.45 - 8.50	2008	4 DZ											

IMPERIAL & COACHELLA VALLEY CALIFORNIA : LETTUCE, BOSTON Delivered Sales Shipping Point Basis										Demand: FAIRLY LIGHT. Comment: Extra services included. Wide range in price and quality.		Market: ABOUT STEADY.		Basis of Sale: Sales F.O.B. Ship	
LETTUCE, BOSTON Package: cartons															
Date	Low-High Price	Mostly Low-High Price	Season	Item Size	Environment	Color	Unit of Sale	Quality	Condition	Storage	Appearance	Import/Export	Com		
02/06/2008	6.45 - 10.65	-	2007	24S									occ		

IMPERIAL & COACHELLA VALLEY CALIFORNIA : LETTUCE, GREEN LEAF and Delivered Sales Shipping Point Basis										Demand: FAIRLY LIGHT. Comment: Extra services included. Wide range in price and quality.		Market: ABOUT STEADY.		Basis of Sale: Sales F.O.B.	
LETTUCE, GREEN LEAF Package: cartons															
Date	Low-High Price	Mostly Low-High Price	Season	Item Size	Environment	Color	Unit of Sale	Quality	Condition	Storage	Appearance	Import/Export			
02/06/2008	5.50 - 7.95	6.25 - 7.65	2007	24S											

- All information for the selected area is displayed
- Refine to specific location or date

Browse By Report Type

Report

Location: CALIFORNIA-CENTRAL
Commodity: CARROTS
Report Type: Movement.
Aggregate by: Daily **Date(s):** 05-Feb-2008

Download as:
[Excel](#)
[Text](#)
[XML](#)
[PDF](#) (adobe reader required)
 [Printable View](#) (adobe reader required)

Refine results:

Select Date:
 Date Format: mm/dd/yyyy

Transportation Mode:
 Type: Environment:

Location: CALIFORNIA-CENTRAL

CARROTS Package: 25 LB SKS LSE									
Shipment Date	District	10000 lb units	Trans Mode	Package Count	Car/Van Count	Season	Import/Export	Environment	Adjustm
02/05/2008	SALINAS-WATSONVILLE	0	Truck	100		2007			

CARROTS Package: 50 LB SKS LSE									
Shipment Date	District	10000 lb units	Trans Mode	Package Count	Car/Van Count	Season	Import/Export	Environment	Adjustm
02/05/2008	SALINAS-WATSONVILLE	1	Truck	288		2007			

CARROTS									
Shipment Date	District	10000 lb units	Trans Mode	Package Count	Car/Van Count	Season	Import/Export	Environment	Adjustments
02/05/2008	29		Rail	2		2007			
02/05/2008	27		Piggyback	6		2007			

CARROTS Package: SKS 48 1-LB FLMB									
Shipment Date	District	10000 lb units	Trans Mode	Package Count	Car/Van Count	Season	Import/Export	Environment	Adjustments
02/05/2008	KERN DISTRICT	277	Truck	57745		2007			

- Sample Movement report
- Refined to specific location and date
- Additional refinement available

Browse By Report Type

Refine results:

Commodity:

Select Date:

Date Format: mm/dd/yyyy

Type:

- All Products
- All Organic
- No Organic

Environment:

Hide

DETROIT : CARROTS Market: STEADY.

CARROTS		Package: cartons 12 2-lb film bags		Variety: BABY PEELED		Type: Organic			
Date	Low-High Price	Mostly Low-High Price	Origin	Origin District	Item Size	Environment	Color	Unit of Sale	Quality
01/11/2008	26.00 - 26.00	-	CALIFORNIA						

CARROTS		Package: cartons 24 1-lb film bags		Variety: BABY PEELED		Type: Organic			
Date	Low-High Price	Mostly Low-High Price	Origin	Origin District	Item Size	Environment	Color	Unit of Sale	Quality
01/11/2008	26.00 - 26.00	-	CALIFORNIA						

CARROTS		Package: cartons bunched		Variety: BUNCHED		Type: Organic			
Date	Low-High Price	Mostly Low-High Price	Origin	Origin District	Item Size	Environment	Color	Unit of Sale	Quality
01/11/2008	27.50 - 28.00	-	CALIFORNIA		24S				

CARROTS		Package: 25 lb sacks loose		Variety: TOPPED		Type: Organic			
Date	Low-High Price	Mostly Low-High Price	Origin	Origin District	Item Size	Environment	Color	Unit of Sale	Quality
01/11/2008	20.00 - 20.00	-	CALIFORNIA		MED-LGE				

New!

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



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FRUIT & VEGETABLE
MARKET NEWS



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- Run a custom report

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- Currency Conversion Tool
- Market Reports by Email

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 26-May-2007.
- Shipping Point: CANTALOUPS for all areas

My Scheduled Jobs

- Bookmark for Custom report for Movement > MEXICO > BEANS Daily Report.

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: by

by

Go

Weather Information



San Leandro, California, United States
(94579)

55°F

Mostly Cloudy

Humidity: 74%

Dew Point: 47°F

Wind: W 7 MPH

Heat Index: 55°F

Pressure: 30.29 in.

Wind Chill: 53°F

[Get detailed Weather](#)

News Releases

- USDA Fruit and Vegetable Industry Advisory Committee Meets February 7-8

Market News Contacts and Locations



AZ

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AMS Links

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Run a Custom Report

Step 1: Report Type

Type: Terminal Market by Location
by All Commodities Go

Weather Information

San Leandro, California, United States (94579)

55°F
Mostly Cloudy

Humidity: 74% Dew Point: 47°F
Wind: W 7 MPH Heat Index: 55°F
Pressure: 30.29 in. Wind Chill: 53°F

Get detailed Weather

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fruits & veggies
more matters.
get more info

Customized Features

- Saved bookmarks for "Browse By" queries
- Saved bookmarks for Custom Reports
- Title bookmarks as you like
- Reuse bookmarks for modified queries


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Step 1: Report Type
Type: by
by

Weather Information

San Leandro, California, United States (94579)
Humidity: 74% Dew Point: 47°F
Wind: W 7 MPH Heat Index: 55°F
Pressure: 30.29 in. Wind Chill: 53°F
55°F
Mostly Cloudy
[Get detailed Weather](#)

USDA Links

- National Agricultural Statistics Service (NASS)
- Economic Research Service (ERS)
- Animal and Plant Health Inspection Service (APHIS)
- Foreign Agricultural Service (FAS)
- National Agricultural Library



News Releases

- USDA Fruit and Vegetable Industry Advisory Committee Meets February 7-8

Customized Features

- Run a query and schedule future information for delivery to your email account

USDA United States Department of Agriculture
Agricultural Marketing Service

FRUIT & VEGETABLE
MARKET NEWS

vegetables fruits ornamentals

Home About Fruits & Vegetables Market News Contact Us

Search FVMN
[Search Box] Go

Advanced Search
Search Tips

My FVMN Account
Logout
Update Preferences

Browse by Commodity
Fruits
Onions & Potatoes
Vegetables
Herbs
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

Welcome Frederick
February 07, 2008

My Reports by Commodity/Report Type
[EDIT]

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

My Custom Reports
[EDIT]

- Bookmark for Movement MANGOES - IMPORTS THROUGH SOUTH FLORIDA/TAMPA Graph from 03-Jun-2006 to 26-May-2007.
- Shipping Point: CANTALOUPS for all areas

My Scheduled Jobs
[EDIT]

- Bookmark for Custom report for Movement > MEXICO > BEANS Daily Report.

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 Go


Market News Contacts and Locations
[Map of US] AZ Go

AMS Links

- Grading and Quality
- PACA
- Marketing Orders
- Research/Promotion
- Commodity Procurement Program
- F&V Industry Advisory Committee
- National Organic Program

USDA Links

- National Agricultural Statistics Service (NASS)
- Economic Research Service (ERS)
- Animal and Plant Health Inspection Service (APHIS)
- Foreign Agricultural Service (FAS)
- National Agricultural Library

Weather Information

San Leandro, California, United States (94579)
55°F
Mostly Cloudy
Humidity: 74% Dew Point: 47°F
Wind: W 7 MPH Heat Index: 55°F
Pressure: 30.29 in. Wind Chill: 53°F
[Get detailed Weather](#)

fruits & veggies
more matters.
[get more info](#)

USDA Fruit and Vegetable Industry Advisory Committee Meets February 7-8

Customized Features

- Ability to choose which features appear on your personal home page
- Personalized weather, based on zip code

Custom Reports – the Power of the Portal

Run a Custom Report

Step 1: Report Type

Type: Shipping Point by Commodity
by All Commodities Update

Step 2: Details

Select a commodity: LETTUCE, ICEBERG
Aggregate: Season (by Week)
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

Add Remove

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

SALINAS-WATSONVILLE CALIFORNIA

Update

Step 3: Time Period

Season: 2007
Run Refine

Select parameters for the query

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

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 (adobe reader required) Graph

[Edit Query](#)

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

and may include promotional allowa

SALINAS-WATSONVILLE CALIFORNIA : LETTUCE, ICEBERG

LETTUCE, ICEBERG

Package: cartons

Week Ending on	Low-High Price	Season	Item Size	Environment	Color	Import/Export
04/21/2007	7.35 - 9.35	2007	24S FLM LINED			
04/21/2007	8.35 - 10.50	2007	24S FLMWRP			
04/28/2007	8.50 - 9.00	2007	30S FLMWRP			
04/28/2007	10.00 - 10.50	2007	24S FLMWRP			
04/28/2007	9.00 - 9.56	2007	24S FLM LINED			
04/28/2007	7.35 - 8.35	2007	24S			
05/05/2007	6.35 - 8.50	2007	24S			
05/05/2007	7.35 - 9.56	2007	24S FLM LINED			
05/05/2007	8.00 - 10.00	2007	30S FLMWRP			
05/05/2007	8.35 - 10.56	2007	24S FLMWRP			
05/12/2007	6.00 - 8.50	2007	24S FLM LINED			

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](#)

Download as:

[Printable View](#) (adobe reader required)  [Graph](#)

[Edit Query](#)

Prices represent open
after-sale adjustment

ation unless otherwise stated and may include promotional allowa
ice reported.

SALINAS-WATSONVILLE

LETTUCE, ICEBERG

Week Ending on **Low**

04/21/2007 7.35

04/21/2007 8.35

04/28/2007 8.50

04/28/2007 10.0

04/28/2007 9.00

04/28/2007 7.35

05/05/2007 6.35

05/05/2007 7.35

05/05/2007 8.00

05/05/2007 8.35

05/12/2007 6.00

Custom options:

- Save the bookmark
- Email the report
- Email a shortcut to the report
- Graph the report

Condition **Storage** **Appearance** **Import/Export**

Custom Reports – Graphing Options

USDA United States Department of Agriculture
Agricultural Marketing Service

[Close Window](#)

Report

Graph Type: **Shipping Point** [Go](#)

Compare to other years
(select 1 to 3 years): ☒ Yes ☐ No

2006 2003 1999

Add 5 year average to chart: ☒ Yes ☐ No

Season: 2007

District Name: SALINAS-WATSONVILLE CALIFORNIA

Commodity: LETTUCE, ICEBERG

Package Description: cartons

Grade Description: NONE

Variety Name: Not Specified

Sub-Variety Name: Not Specified

Item Size Name: 24s flmwrpd

Color: NONE

Unit Sale: NONE

Appearance: NONE

Storage: NONE

Import/Export: Domestic

Environment: null

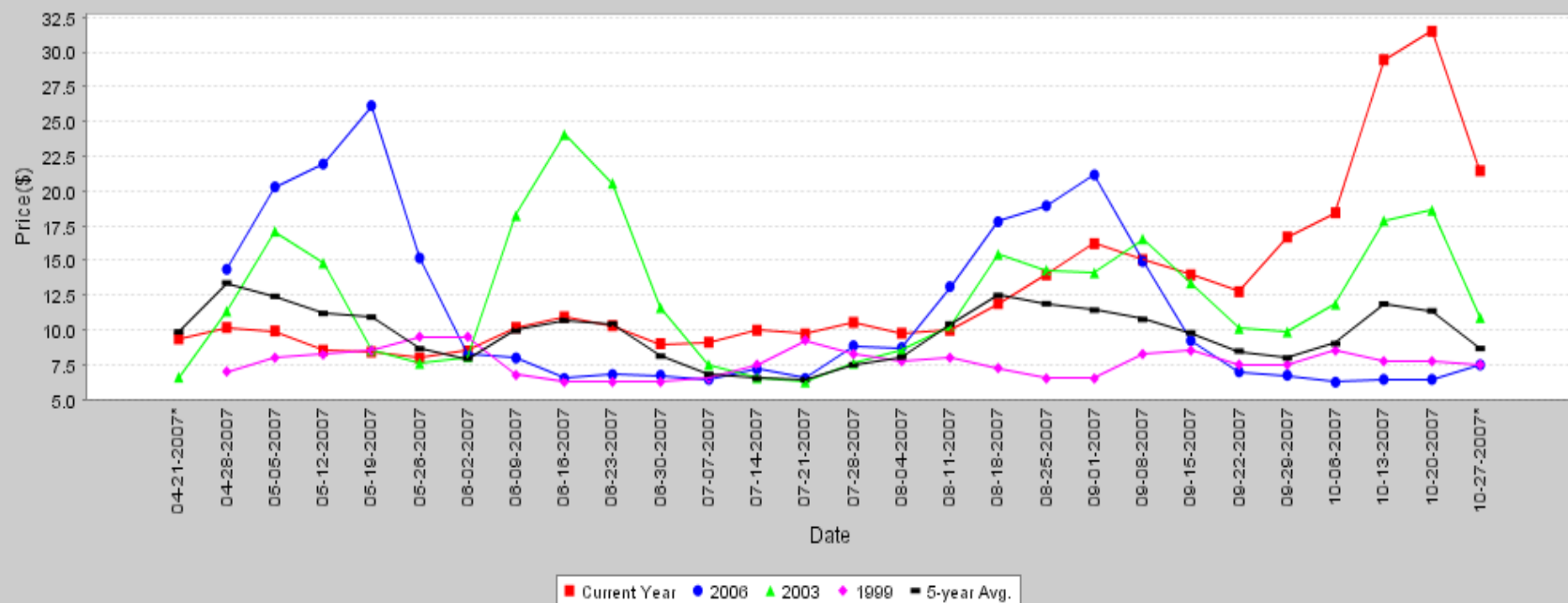
To graph the report,
refine to specific
parameters

New features:

- Graph multiple years for comparison
- Graph against five year average
- Available March 2008

Custom Reports – Graphing Options

Shipping Point Price Graph : (Commodity: LETTUCE, ICEBERG District: SALINAS-WATSONVILLE CALIFORNIA Itemsize: 24s flmwrpd Package: cartons Grade: NONE Appearance: NONE Storage: NONE Color: NONE Variety: Not Specified SubVariety: Not Specified Unitsale: NONE Import/Export: Domestic Season: 2007) Note: * indicates the average is based on data of less than 5 years.



**Lettuce FOB Prices, 2007
Season and Comparisons**

Example of Downloaded Graph
(Comparison Functionality available March 2008)

Custom Reports – Graphing Options

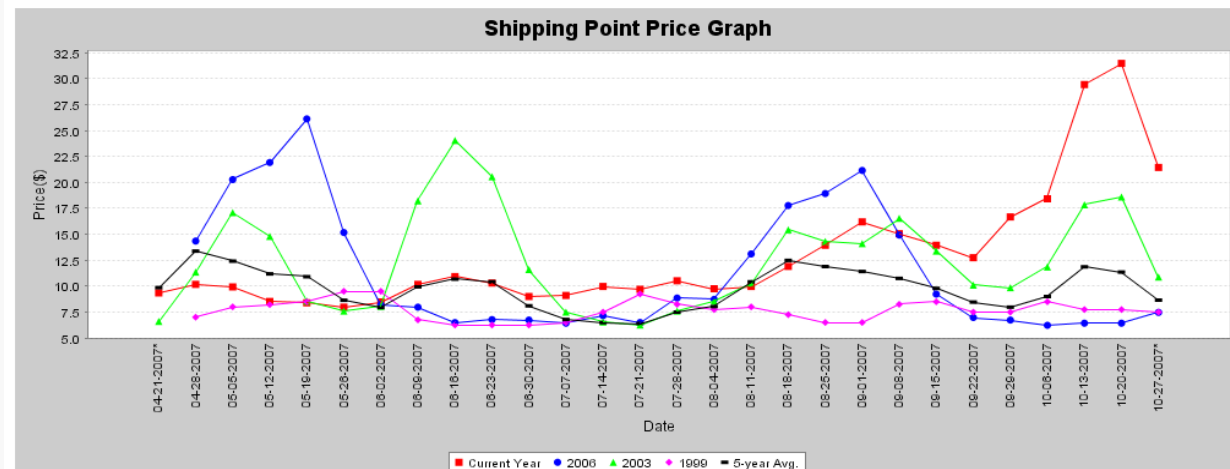
Download graph for inclusion into reports
Bookmark graph to run again later

Saving Graphs

Report

(Commodity: LETTUCE, ICEBERG District: SALINAS-WATSONVILLE CALIFORNIA Itemsize: 24s flmwrpd Package: cartons Grade: NONE Appearance: NONE St
NONE Variety: Not Specified SubVariety: Not Specified Unitsale: NONE Import: Domestic Seas 2007) Note: * indicates the average is based on c
years.

[\(Save Graph to My Custom Reports\)](#) [\(Download Graph\)](#) [\(Graph Help\)](#)



Additional Features - Tools

Currency Conversion

Search FVMN

Go

Advanced Search

Search Tips

My FVMN Account

Login/Create Account

Account Creation Instructions

Browse by Commodity

Fruits

Onions & Potatoes

Vegetables

Herbs

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

Currency Conversion Tool

Enter Date: 02/07/2008

Date Format: mm/dd/yyyy

United States Dollar

Euro

Enter Price to Convert:

22.50

=

15.53625

Go

Source: FX-Quote GTIS Corporation

Currency Exchange Rates

Metric Conversion

Search FVMN

Go

Advanced Search

Search Tips

My FVMN Account

Login/Create Account

Account Creation Instructions

Browse by Commodity

Fruits

Onions & Potatoes

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Browse by Report Type

Terminal Market

Shipping Point

Movement

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Tools

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Metric Conversion Tool

Length Conversion

Centimeters

Inches

Meters

Feet

Yards

Clear

8.5

3.346457

0.085

0.278871

0.092957

Calculate

Weight Conversion

Grams

Kilograms

Pounds

Ounces

Clear

20000

20

44.0924

705.479

Calculate

Additional Weight Conversions

Tons (metric)

Tons (long)

Tons (short)

Pounds

Clear

0.362874

0.357143

0.400000

800

Calculate

Volume Conversion

Liters

Pints

Quarts

Bushels

Clear

0.946353

2

1

0.026855

Calculate

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**



Agricultural
Marketing
Service

Fruit and Vegetable Market News Branch

National Fruit and Vegetable Retail Report

Websites: www.marketnews.usda.gov/portal/fv and www.ams.usda.gov/fv/mnrcs/retail.pdf

Volume II - Number 2

Issued Weekly

Friday, January 11, 2008

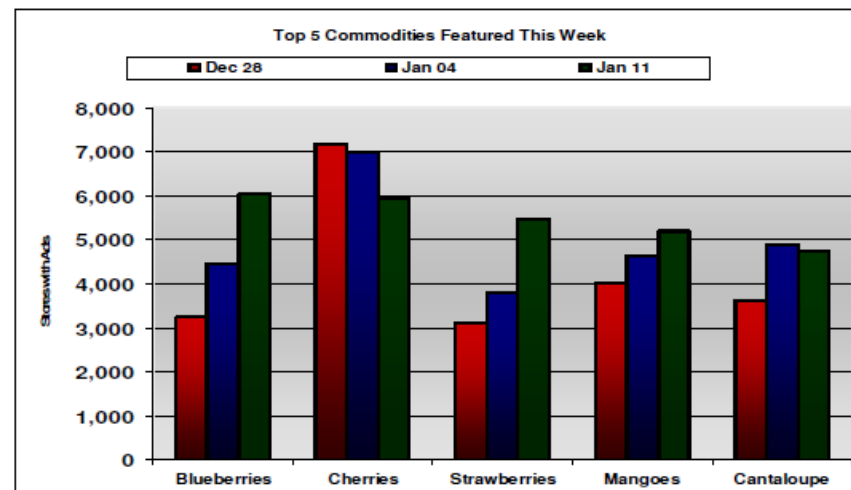
Advertised Prices for Fruits & Vegetables at Major Retail Supermarket Outlets 01/05 to 01/17^{1, 2}

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, mangoes, oranges, peppers, and tangerines. "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, mangoes, and cantaloupe. On the vegetable side of the department, baby peeled 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.

Gaining 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.



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 ad pricing good from the Saturday before report release date through the following Thursday.

Additional Features – Shipping Point Highlights

Interactive listing of commodities with price changes

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](#)

Shipping Point Highlights for Thursday, 07-Feb-2008

Note: Click on the name of a district or commodity to go directly to the report.

Higher in price were:

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

Additional Features - Weather

Weather

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

Go

Agricultural Weather
Information

International
Forecast

Weather
Maps

Tropical Storm
Maps

Drought index
Map

Palmer Drought Index by Climate divisions

Palmer Drought Index by Contour

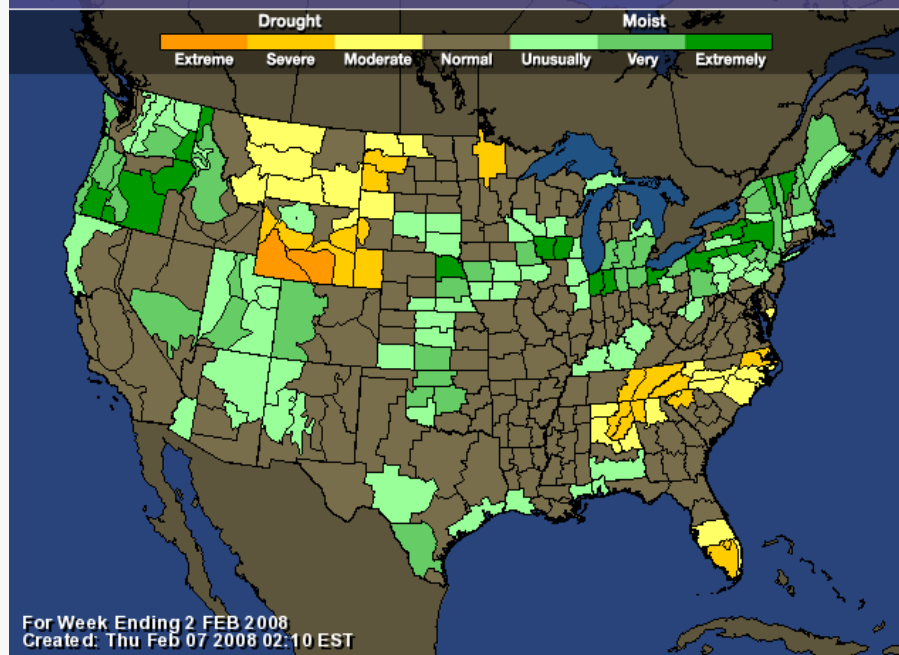
Crop Moisture Index by Climate Divisions

Crop Moisture Index by Contour

Drought Contour Maps

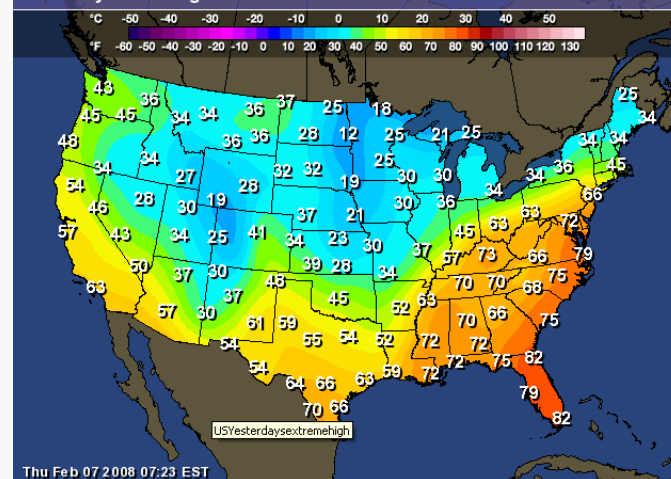
Palmer Drought Index

USDA - FVM



Yesterday Actual Highs

USDA - FVM



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

Lat: 38.90N Lon: 77.04W Wx Zone: DCZ001 ICAO Used: KDCA

Yesterday's Weather

High : 59°F

Low: 40°F

Current Conditions

Updated: 1152 AM EST FRI FEB 8 2008



46°F

Partly Cloudy

Humidity: 47%

Wind: CALM

Pressure: 29.99 in.

Dew Point: 27°F

Heat Index: 46°F

Wind Chill: 46°F

Sun and Moon Information

Civil Twilight: 6:41 AM EST

Civil Twilight: 6:04 PM EST

Sunrise: 7:08 AM EST

Sunset: 5:36 PM EST

Moon Phase:

Waxing Crescent Moon



Additional Features – Daily Movement

Popular Reports

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- Daily Movement Report
- Mexico Crossings Report
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- Tomato Report
- Plum Tomato Report
- Cherry Tomato Report
- Grape Tomato Report
- Asparagus Report

Daily Movement Report

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ent of
re

Agricultural Marketing Service
Fruit and Vegetable Programs
Market News Branch

2202 Monterey St. Suite 104-F
Fresno, CA 93721
Phone: 559-487-5178 FAX: 487-5199
Website: www.ams.usda.gov/marketnews.htm

<http://www.marketnews.usda.gov/portal/fv>

Thursday, February 07, 2008

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

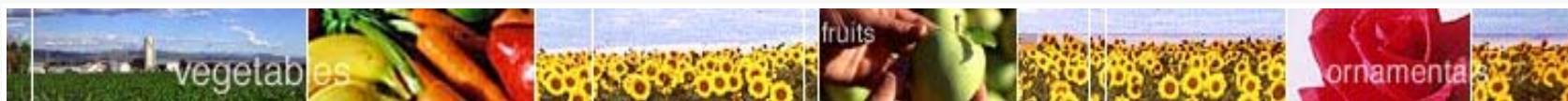
COMMODITY/ORIGIN/DIVISION	MODE	JAN	FEB	FEB	FEB	FEB	FEB	FEB	TOTAL TO DATE	LAST	FINAL
		31	1	2	3	4	5	6	THIS YEAR	YEAR	LAST YEAR
APPLES											
APPALACHIA											
APPALACHIAN DISTRICT	T	11	15	3	-	9	9	-	1,781	1,816	2,732
APPALACHIAN DISTRICT	T EX	1	2	-	-	1	-	-	161	127	151
IDAHO											
IDAHO DISTRICT	T EX	-	-	-	-	-	-	-	73	159	160
MICHIGAN											
MICHIGAN DISTRICT	T	-	-	172	-	-	-	-	4,417	4,003	6,874
NEW ENGLAND											
NEW ENGLAND DISTRICT	T	-	-	21	-	-	-	-	528	-	-
NEW YORK											
HUDSON VALLEY	T	-	-	93	-	-	-	-	-	-	-
WESTERN/CENTRAL NEW YORK	T	-	-	80	-	-	-	-	-	-	-
OREGON											
OREGON DISTRICT	T	-	-	18	-	-	-	-	-	-	-
	P	-	-	-	-	3	1	-	-	-	-
	R	-	-	-	-	-	-	-	-	-	-
WASHINGTON											
WASHINGTON DISTRICT	T	-	-	1,365	-	-	-	-	26,458	31,353	67,545
WASHINGTON DISTRICT	T EX	-	-	650	-	-	-	-	14,259	15,303	32,089
	P	3	5	-	-	3	-	-	242	309	532
	R	81	2	-	-	2	-	-	1,694	1,359	3,330

Report w
season to
(PDF form

Report with
season totals
(PDF format)

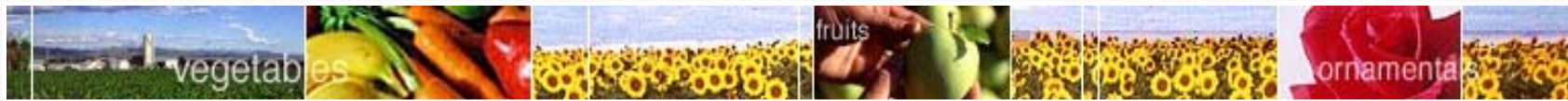
What's Next?

- **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>

terry.long@usda.gov



Thank You!