



Fruit and vegetable wholesale prices – August 2014

The fruit and vegetable wholesale price records the average price at wholesale markets in England. Prices are collected for a selection of the most common home-grown fruit, vegetables and flowers.

Key points

General

Over the summer holiday period demand has been steady as is the normal seasonal trend, with a slight improvement towards the end of the month due to the bank holiday and improving weather. Strong competition from Dutch produce pushed some prices down, following the ban on food exports to Russia by EU and other countries.

Fruit

New season apple and plums now available. Bramley apples in July were selling for 67 pence/kg compared to 61 pence/kg in August as producers reduced prices to get rid of old season stock despite new season supplies.

Soft fruit demand remains strong with good availability due to weather conditions however competition from imports resulted in a fall in prices, in particular strawberries price fell to £2.18/kg but remains higher than June 2013.

Vegetables

Calabrese prices have risen to 67 pence/kg due to limited supply of cauliflowers and reduced availability.

Salad produce demand is good, with prices firm although competition from imports preventing any large price rises. In particular increased Dutch imports of tomatoes saw prices fall significantly, in July cherry tomatoes were selling for £2.10/kg whereas in August £1.75/kg.

Flowers

Slow demand for flowers with highest prices seen for best quality stems.

Data uses

The wholesale fruit and vegetable price data is collected to provide data for the Agricultural Price Index, produced by Defra. Data is provided to the Office for National Statistics who use it in the production of the Producer Price Index. Data are provided to Eurostat for their Prix Agricole production, which provides absolute prices for products.

The data are also reproduced in the trade journals.

Change to items collected

From March there was a change to the variety of apples collected. Prices for Red Pippin were replaced with Braeburn prices, due to the increased supply of Braeburn apples and the limited supply of Red Pippin.

Methodology

Trained Horticultural Market Inspectors collect fruit and vegetable data from five wholesale markets across England on a weekly basis. Prices are collected from, Birmingham, Bristol, Liverpool and New Spitafields with flower prices also collected from New Covent Garden. Prices are collected on home-grown produce only for the most common fruit, vegetables and flowers. Up to five most usual prices are collected from each market along with the percentage sold at this price. Additionally information on the supply of produce at each market is recorded.

Defra identify the average price for each product based on the recorded prices and the volume of product sold at that price. The monthly data is a weighted average of the average weekly price.

Monthly data is based on all the weekly data collected that month, based on the date published in the weekly dataset. As some data are collected on the previous day to the published date it is possible that some price data will be recorded against the following month

There are periodic reviews of the produce that is collected, so the items will change over time, and also the markets where the data are collected.

Table 1 National average monthly wholesale prices of homegrown produce

		Quality	Units	Mar	Apr	May	Jun	Jul	Aug	Per cent change month	12 month
FRUIT											
Blackberries	All Varieties	-	£/kg				4.82	3.98	4.64	16.6%	-7.7%
Blackcurrants	All Varieties	-	£/kg					7.08	4.87	-31.3%	19.9%
Cherries	Sweet Black	-	£/kg				4.03	3.35	4.22	26.1%	60.5%
	Sweet White	-	£/kg								
Cooking Apples	Bramley's Seedling	Ave	£/kg	0.70	0.70	0.70	0.66	0.67	0.61	-10.0%	-53.6%
Damsons	All Varieties	-	£/kg						1.60		-17.2%
Dessert Apples	Cox's Orange-group	Ave	£/kg	0.85	0.80	0.91			1.03		
	Discovery	Ave	£/kg						0.61		-38.9%
	Egremont Russet	Ave	£/kg	0.77	0.81	0.77			0.93		
	Spartan	Ave	£/kg								
	Worcester Pearmain	Ave	£/kg						0.84		
	Red Pippin	Ave	£/kg								
	Braeburn	Ave	£/kg	0.70	0.63	0.72					
	Gala	Ave	£/kg	0.79	0.75	0.72					
	Other Early Season	-	£/kg						0.71		32.1%
	Other Mid Season	-	£/kg								
Other Late Season	-	£/kg	0.67	0.71	0.63						
Jonogold – group	Ave	£/kg									
Gooseberries	All Varieties	-	£/kg				3.79	2.59	1.50	-42.1%	-42.9%
Pears	Conference	Ave	£/kg	0.55	0.54	0.51	0.82	0.52	0.82	56.5%	90.5%
	Doyenne Du Comice	Ave	£/kg	0.70	0.58						
	William's Bon Chretien	Ave	£/kg								
	Other	Ave	£/kg								
Plums and Gages	Czar	-	£/kg								
	Majorie's Seedling	-	£/kg						0.98		
	Victoria	-	£/kg						1.34		
	Other Varieties	-	£/kg					1.18	1.12	-5.1%	-13.9%
	All Varieties	-	£/kg			8.64	5.09	5.80	7.48	28.8%	37.7%
Raspberries	All Varieties	-	£/kg								
Redcurrants	All Varieties	-	£/kg								
Strawberries	All Varieties	Ave	£/kg	1.96	1.60	1.88	1.53	2.25	2.18	-2.8%	20.9%
VEGETABLES											
Asparagus	All Varieties	-	£/kg	11.46	8.45	5.54	6.13	7.08			
Beetroot	Topped	-	£/kg	0.36	0.16	0.16	0.18	0.17	0.17	-2.3%	-62.4%
Broad Beans	Broad	-	£/kg			1.76	1.41	1.04	1.08	4.2%	-2.9%

Table 1 National average monthly wholesale prices of homegrown produce continued

		Quality	Units	Mar	Apr	May	Jun	Jul	Aug	Per cent change month	12 month
VEGETABLES											
Brussels Sprouts	All Varieties	-	£/kg	0.51	0.25				0.47		-61.7%
Bulb Onions	Yellow	-	£/kg	0.29	0.35	0.40	0.38	0.36	0.29	-19.5%	-29.8%
	Red	-	£/kg	0.44	0.42	0.44	0.31	0.45	0.52	14.7%	21.4%
Cabbage	Red	-	£/kg	0.33	0.34	0.39	0.41	0.37	0.32	-13.3%	-38.2%
	Savoy	-	£/head	0.34	0.35		0.44	0.41	0.38	-7.1%	8.1%
	Spring Greens - Loose	-	£/kg					0.46	0.69	51.2%	70.2%
	Spring Greens - Prepacked	-	£/kg	0.95	0.83	0.73	0.62	0.53	0.55	4.2%	12.4%
	Summer & Autumn-Pointed	-	£/kg		0.53	0.48	0.43	0.44	0.44	0.9%	6.7%
	Summer & Autumn Round	-	£/head	0.32	0.29	0.40	0.35	0.34	0.33	-2.0%	2.1%
	White	-	£/kg	0.26	0.25	0.28	0.30	0.28	0.26	-6.7%	-20.0%
	Winter Other	-	£/head	0.35	0.31	0.31					
Calabrese	All Varieties	-	£/kg			0.59	0.55	0.61	0.67	10.2%	-32.3%
Capsicums	Green	Ave	£/kg	1.00		1.14	1.15	0.68	0.51	-25.7%	-38.9%
	Red	Ave	£/kg			1.06	0.78	0.77	0.57	-26.6%	-25.4%
Carrots	Topped-Washed	-	£/kg	0.28	0.27	0.30	0.33	0.31	0.28	-9.5%	-26.4%
Cauliflowers	Kent	-	£/head	0.53	0.46	0.58	0.66	0.58	0.51	-13.4%	22.9%
	All Other	-	£/head	0.51	0.42	0.56	0.55	0.53	0.53	1.2%	48.9%
Celery	All Washed	-	£/kg				0.65	0.59	0.52	-12.4%	-28.2%
Courgettes	All Varieties	-	£/kg			0.53	0.35	0.37	0.40	7.7%	-45.6%
Cucumbers	All Varieties	-	£/kg	0.66	0.64	0.58	0.62	0.69	0.71	3.0%	-12.5%
Beans	Dwarf, French or Kidney	-	£/kg				3.53	1.83	1.18	-35.3%	-35.9%
Leeks	Trimmed	-	£/kg	0.77	0.34	0.36	0.55	0.44	0.41	-6.6%	-59.5%
Lettuce	Butterhead – Indoor	Ave	£/head	0.31	0.30	0.30	0.30	0.29	0.31	6.8%	7.5%
	Cos	Ave	£/head		0.67	0.53	0.53	0.46	0.44	-4.1%	6.1%
	Crisp-Iceberg Type	Ave	£/head			0.33	0.38	0.32	0.37	17.8%	3.8%
	Little Gem	Ave	£/twin	0.55	0.55	0.52	0.50	0.48	0.52	8.4%	7.1%
Mushrooms	Button – Indoor	-	£/kg								
	Cup – Indoor	-	£/kg	1.84	1.87	1.85	1.87	1.83	1.77	-3.3%	12.0%
	Flat – Indoor	-	£/kg						2.07		
Parsnips	All Varieties	-	£/kg	0.82	0.80	0.81	0.86	1.09	0.85	-21.7%	-30.6%
Rhubarb	Forced	-	£/kg	2.44	2.84						
	Outdoor	-	£/kg	1.29	1.04	0.99	1.04	1.22	1.20	-2.2%	-12.9%
Runner Beans	Runner-Climbing	-	£/kg				3.46	1.92	1.64	-14.3%	-8.4%
Salad Onions	Salad	-	£/bunch		0.29	0.25	0.25	0.25	0.25	3.0%	-7.5%

Table 1 National average monthly wholesale prices of homegrown produce continued

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VEGETABLES											
Shelling Peas	All Varieties	-	£/kg			1.31	0.75	0.70	0.68	-2.3%	-46.7%
Spinach	Leaf - Loose/bunches	-	£/kg	1.13	0.96	0.90	0.75	0.84	0.91	8.5%	22.5%
Swede	All Varieties	-	£/kg	0.31	0.29	0.28	0.30	0.34	0.34	2.2%	-31.0%
Sweetcorn	All Varieties	-	£/cob						0.21		-3.0%
Tomatoes	Round	Ave	£/kg	1.12	1.20	0.85	0.91	0.86	0.66	-22.5%	-4.5%
	Vine	Ave	£/kg		2.11	1.02	1.08	1.02	0.88	-13.5%	-3.6%
	Cherry	Ave	£/kg		2.00	2.31	2.30	2.10	1.75	-16.6%	-19.0%
	Plum	Ave	£/kg					0.82	0.96	16.6%	-3.2%
Turnip	All Varieties	-	£/kg	0.88	0.86	0.98	0.91	0.90	0.94	5.3%	47.8%
Watercress	All Varieties	-	£/bunch	0.52	0.54	0.56	0.54	0.56	0.56	-0.1%	6.8%
CUT FLOWERS											
Alstromeria	Indoor	-	£/bunch ⁽¹⁾	1.12	0.98	1.02	0.98	1.00	1.07	7.3%	11.6%
Chrysanthemums	Indoor-bloom	-	£/bloom						0.53		87.4%
	Indoor-spray	-	£/spray		1.10	0.33	0.95	0.28	0.28	-0.9%	1.4%
Gladioli	All Varieties	-	£/bunch ⁽¹⁾			0.50	0.45	0.66	0.59	-9.9%	-13.4%
Irises	Indoor	-	£/bunch ⁽¹⁾	0.78	0.61	0.57	0.60				
Narcissus-inc.Daffodils	Indoor	-	£/bunch ⁽²⁾	0.44	0.39						
Oriental Lilies	Homegrown	-	£/stem		0.65	0.64	0.63	0.75	0.83	10.8%	59.4%
Pinks	All Varieties	-	£/bunch ⁽³⁾			0.41	0.33	0.27	0.23	-15.1%	-39.3%
Tulips	Indoor	-	£/bunch ⁽⁴⁾	0.36	0.70	0.59	0.50				
POT PLANTS											
Begonia-Elatior	13cm	-	£ each	1.28	1.25	1.23	1.09	1.25	1.20	-4.0%	3.5%
Cyclamen	13cm	-	£ each						0.75		
Poinsettia	13cm	-	£ each								
Chrysanthemum	13cm	-	£ each	1.33	1.25	1.25	1.19	1.25	0.95	-24.0%	-23.4%

Note:

- (1) a bunch equals 5 stems
- (2) a bunch equals 10 blooms
- (3) a bunch equals 10 stems
- (4) a bunch equals 5 blooms

Link to full dataset: <https://www.gov.uk/government/publications/wholesale-fruit-and-vegetable-prices>