



Fruit and vegetable wholesale prices – July 2015

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

Trade was good in the first half of July but slowed towards the end of the month as the summer school holidays began. The amount of home grown produce was high. Seasonal soft fruit supplies were up and many summer vegetables were also in good supply. Root crop supplies dropped as their season was ending. There was an increased demand for fruit, in particular soft fruits, during Ramadan.

The flower market saw quiet trading towards the end of the month due to the usual school holiday downturn. Prices and supplies remained steady across the month.

The cross-channel problems at Calais disrupted supplies in continental produce but this did not have a major effect on prices.

Fruit

Supply of home grown blackberries and cherries grew towards the end of the month but prices still rose 42% to £5.76/kg and 20% to £2.95/kg respectively between June and July.

The price of gooseberries fell by 11% between June and July, averaging £2.71/kg, mainly due to the new season premium ending.

Quality and supply of blackcurrants was good at start of the season with the average monthly price 24% lower than July 2014. The plum price was 12% lower at £1.04 than July 2014 as the season got underway although the price rose towards the end of the month as more popular varieties became available.

Supply and demand for strawberries and raspberries dropped towards the end of the month resulting in a 3.7% price decrease for each on the month previous.

Vegetables

In July 2015 supplies of calabrese increased but demand was low and as a result prices fell by 30% to £0.54/kg compared to June.

Broad bean price continued to fall as supply increased but demand dwindled. The price fell by 26% between June and July to £1.05/kg. Similarly the runner bean price fell 53% to £2.00/kg.

Red capsicum prices fell by 22% to £0.65/kg and green capsicum by 11% to £0.54/kg between June and July as supplies were high. Courgette prices also fell 21% to £0.38/kg with supplies high but demand low.

Dwindling supplies resulted in a sharp fall in the price of cucumber, parsnip, swede and turnip.

Competition from cheap imports from Poland led to a 15% fall in the average price of iceberg lettuce to £0.29/kg between June and July. The price was 8% lower compared to July the previous year.

Flowers

The cross channel disruptions reduced the supply of continental flowers but did not impact significantly on home grown prices.

Prices for Gladioli dropped by 22% to £0.84 per 5 stems due to the oversupply at the start of the month. Prices strengthened by the end of the month.

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.

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	Feb	Mar	Apr	May	Jun	Jul	Per cent change		
										month	12 month	
FRUIT												
Blackberries	All Varieties	-	£/kg					4.05	5.76	42.2%	44.9%	
Blackcurrants	All Varieties	-	£/kg						5.41		-23.6%	
Cherries	Sweet Black	-	£/kg					2.47	2.95	19.5%	-11.9%	
	Sweet White	-	£/kg						2.31			
Cooking Apples	Bramley's Seedling	Ave	£/kg	0.61	0.60	0.60	0.61	0.62	0.59	-3.9%	-12.0%	
Damsons	All Varieties	-	£/kg									
Dessert Apples	Cox's Orange-group	Ave	£/kg	0.78	0.89	1.00						
	Discovery	Ave	£/kg									
	Egremont Russet	Ave	£/kg	0.77	0.74							
	Spartan	Ave	£/kg									
	Worcester Pearmain	Ave	£/kg									
	Braeburn	Ave	£/kg	0.61	0.59	0.59	0.62					
	Gala	Ave	£/kg	0.69	0.64	0.68	0.66					
	Other Early Season	-	£/kg									
	Other Mid Season	-	£/kg									
	Other Late Season	-	£/kg	0.59	0.57	0.63	0.64					
	Jonogold – group	Ave	£/kg			0.71	0.68					
	Gooseberries	All Varieties	-	£/kg					3.06	2.71	-11.3%	4.6%
	Pears	Conference	Ave	£/kg	0.48	0.45	0.45	0.52	0.59	0.50	-14.2%	-4.0%
		Doyenne Du Comice	Ave	£/kg	0.62	0.55	0.50	0.61				
William's Bon Chretien		Ave	£/kg									
Other		Ave	£/kg	0.42	0.66	0.61						
Plums and Gages	Czar	-	£/kg									
	Majorie's Seedling	-	£/kg									
	Victoria	-	£/kg									
	Other Varieties	-	£/kg						1.04		-11.7%	
	All Varieties	-	£/kg				7.74	6.86	6.61	-3.7%	13.8%	
Raspberries	All Varieties	-	£/kg						5.60			
Redcurrants	All Varieties	-	£/kg									
Strawberries	All Varieties	Ave	£/kg		2.23	1.60	2.43	1.85	1.78	-3.7%	-20.8%	
VEGETABLES												
Asparagus	All Varieties	-	£/kg		12.05	9.37	5.79	5.00	7.36	47.3%	4.0%	
Beetroot	Topped	-	£/kg	0.16	0.15	0.16	0.16	0.16	0.17	6.5%	-0.6%	
Broad Beans	Broad	-	£/kg				2.26	1.42	1.05	-26.2%	1.6%	
Brussels Sprouts	All Varieties	-	£/kg	0.25	0.26	0.25						

Table 1 National average monthly wholesale prices of homegrown produce continued

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VEGETABLES											
Bulb Onions	Yellow	-	£/kg	0.29	0.27	0.30	0.32	0.37	0.32	-13.9%	-11.2%
	Red	-	£/kg	0.44	0.39	0.41	0.43	0.47	0.45	-5.2%	-0.4%
Cabbage	Red	-	£/kg	0.30	0.30	0.33	0.38	0.43	0.45	4.4%	20.1%
	Savoy	-	£/head	0.37	0.38	0.41	0.41	0.51	0.44	-12.9%	9.2%
	Spring Greens - Loose	-	£/kg	0.64							
	Spring Greens - Prepacked	-	£/kg	0.81	0.81	0.75	0.72	0.66	0.64	-2.6%	21.3%
	Summer & Autumn-Pointed	-	£/kg			0.46	0.50	0.51	0.49	-4.2%	12.6%
	Summer & Autumn Round	-	£/head	0.31	0.39	0.42	0.48	0.45	0.40	-12.2%	17.3%
	White	-	£/kg	0.26	0.28	0.29	0.36	0.48	0.56	16.7%	100.5%
	Winter Other	-	£/head	0.34	0.35	0.36	0.35				
Calabrese	All Varieties	-	£/kg				0.70	0.77	0.54	-30.3%	-11.4%
Capsicums	Green	Ave	£/kg			0.69	0.75	0.72	0.64	-10.9%	-5.7%
	Red	Ave	£/kg			1.49	0.85	0.83	0.65	-21.7%	-16.2%
Carrots	Topped-Washed	-	£/kg	0.27	0.27	0.32	0.43	0.47	0.46	-2.6%	46.3%
Cauliflowers	Kent	-	£/head	0.64	0.52	0.43	0.45	0.55	0.55	-0.5%	-6.4%
	All Other	-	£/head	0.59	0.46	0.42	0.43	0.56	0.51	-8.9%	-2.7%
Celery	All Washed	-	£/kg					0.71	0.68	-4.6%	14.6%
Courgettes	All Varieties	-	£/kg					0.48	0.38	-20.9%	2.4%
Cucumbers	All Varieties	-	£/kg	1.23	0.76	0.70	0.65	0.61	0.78	28.5%	12.5%
Beans	Dwarf, French or Kidney	-	£/kg						2.21		21.0%
Leeks	Trimmed	-	£/kg	0.38	0.37	0.37	0.37	0.41	0.45	8.7%	2.0%
Lettuce	Butterhead – Indoor	Ave	£/head	0.33	0.32	0.31	0.31	0.30	0.31	1.6%	4.2%
	Cos	Ave	£/head				0.52	0.52	0.49	-6.9%	5.7%
	Crisp-Iceberg Type	Ave	£/head				0.36	0.35	0.29	-15.4%	-7.8%
	Little Gem	Ave	£/twin	0.61	0.61	0.63	0.56	0.49	0.49	-1.2%	2.1%
Mushrooms	Button – Indoor	-	£/kg								
	Cup – Indoor	-	£/kg					1.19			
	Flat – Indoor	-	£/kg								
Parsnips	All Varieties	-	£/kg	0.80	0.77	0.78	0.76	0.82	0.95	16.1%	-12.7%
Rhubarb	Forced	-	£/kg	3.45	3.62	3.84	5.65				
	Outdoor	-	£/kg		2.68	1.86	1.30	1.21	1.11	-8.2%	-9.4%
Runner Beans	Runner-Climbing	-	£/kg					4.24	2.00	-52.8%	4.4%
Salad Onions	Salad	-	£/bunch			0.24	0.24	0.24	0.24	-0.2%	-2.5%
Shelling Peas	All Varieties	-	£/kg					0.85	0.65	-23.9%	-7.6%

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VEGETABLES											
Spinach	Leaf - Loose/bunches	-	£/kg			0.95	0.81	0.75	0.65	-13.9%	-22.5%
Swede	All Varieties	-	£/kg	0.29	0.28	0.28	0.28	0.31	0.39	25.6%	16.9%
Sweetcorn	All Varieties	-	£/cob						0.30		
Tomatoes	Round	Ave	£/kg		1.10	1.11	0.86	0.75	0.69	-7.6%	-19.0%
	Vine	Ave	£/kg		0.75	1.00	1.07	0.91	0.87	-4.9%	-14.6%
	Cherry	Ave	£/kg			2.91	2.37	2.01	2.03	1.0%	-3.1%
	Plum	Ave	£/kg				1.02	0.97	1.01	4.2%	22.8%
Turnip	All Varieties	-	£/kg	0.52	0.70	0.96	0.84	0.79	1.03	29.3%	14.6%
Watercress	All Varieties	-	£/bunch	0.56	0.54	0.55	0.56	0.56	0.55	-2.6%	-2.2%
CUT FLOWERS											
Alstromeria	Indoor	-	£/bunch ⁽¹⁾	1.22	1.29	1.14	1.19	1.21	1.09	-9.7%	9.9%
Chrysanthemums	Indoor-bloom	-	£/bloom								
	Indoor-spray	-	£/spray			0.63					
Gladioli	All Varieties	-	£/bunch ⁽¹⁾					1.08	0.84	-21.9%	27.9%
Irises	Indoor	-	£/bunch ⁽¹⁾	0.88	0.95	0.80	0.56				
Narcissus-inc.Daffodils	Indoor	-	£/bunch ⁽²⁾	0.62	0.54	0.42					
Oriental Lilies	Homegrown	-	£/stem			0.79	0.70	0.66	0.65	-2.3%	-14.1%
Pinks	All Varieties	-	£/bunch ⁽³⁾				0.40	0.41	0.36	-13.3%	30.6%
Tulips	Indoor	-	£/bunch ⁽⁴⁾	0.86	0.85	0.88	0.83				
POT PLANTS											
Begonia-Elatior	13cm	-	£ each	1.13	1.08	1.10	1.20	1.25	1.08	-13.5%	-13.5%
Cyclamen	13cm	-	£ each		1.30						
Poinsettia	13cm	-	£ each								
Chrysanthemum	13cm	-	£ each	1.19	1.21	1.23	1.23	1.22	1.22	0.5%	-2.1%

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>