



4 August 2014

## Fruit and vegetable wholesale prices - July

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*

The hot weather late in the month has resulted in strong demand for soft fruit and salad items, with overall supplies good and prices remaining relatively steady. Flowers sales have been slow and sales of brassica's have fallen as the hot weather affects demand.

#### *Fruit*

With the season for blackberries, cherries and gooseberries well underway prices have all fallen since last month as supplies increase.

Strawberry and raspberry prices have risen as demand increases in the good weather and supplies struggle to keep up with demand. In particular strawberry prices have risen notably, up around 45% on the previous month and around a third higher than July last year.

#### *Vegetables*

Broad bean, running bean and capsicum prices have fallen as further increases in volumes led to oversupply problems on the markets.

Parsnip prices have risen to £1.09kg from £0.86kg due to supplies being scarce.

#### *Flowers*

Very good quality Gladioli on offer have seen prices increase from 45p for 5 stems to 66p for 5 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 the start of March there was a change to the variety of apples collected. Prices for Red Pippin were replaced with Braeburn prices. This change is 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	Feb	Mar	Apr	May	Jun	Jul	Per cent change	
										month	12 month
<b>FRUIT</b>											
<b>Blackberries</b>	All Varieties	-	£/kg					4.82	3.98	-17.4%	-33.1%
<b>Blackcurrants</b>	All Varieties	-	£/kg						7.08		59.3%
<b>Cherries</b>	Sweet Black	-	£/kg					4.03	3.35	-17.0%	15.6%
	Sweet White	-	£/kg								
<b>Cooking Apples</b>	Bramley's Seedling	Ave	£/kg	0.67	0.70	0.70	0.70	0.66	0.67	2.4%	-45.3%
<b>Damsons</b>	All Varieties	-	£/kg								
<b>Dessert Apples</b>	Cox's Orange-group	Ave	£/kg	0.68	0.85	0.80	0.91				
	Discovery	Ave	£/kg								
	Egremont Russet	Ave	£/kg	0.70	0.77	0.81	0.77				
	Spartan	Ave	£/kg	0.64							
	Worcester Pearmain	Ave	£/kg								
	Red Pippin	Ave	£/kg								
	Braeburn	Ave	£/kg								
	Gala	Ave	£/kg	0.70	0.79	0.75	0.72				
	Other Early Season	-	£/kg								
	Other Mid Season	-	£/kg	0.77							
	Other Late Season	-	£/kg	0.67	0.67	0.71	0.63				
	Jonogold – group	Ave	£/kg	0.51							
	<b>Gooseberries</b>	All Varieties	-	£/kg					3.79	2.59	-31.6%
<b>Pears</b>	Conference	Ave	£/kg	0.54	0.55	0.54	0.51	0.82	0.52	-35.8%	
	Doyenne Du Comice	Ave	£/kg	0.63	0.70	0.58					
	William's Bon Chretien	Ave	£/kg								
	Other	Ave	£/kg	0.48							
<b>Plums and Gages</b>	Czar	-	£/kg								
	Majorie's Seedling	-	£/kg								
	Victoria	-	£/kg								
	Other Varieties	-	£/kg						1.18		
	All Varieties	-	£/kg				8.64	5.09	5.80	14.0%	-9.9%
<b>Raspberries</b>	All Varieties	-	£/kg								
<b>Redcurrants</b>	All Varieties	-	£/kg								
<b>Strawberries</b>	All Varieties	Ave	£/kg		1.96	1.60	1.88	1.53	2.25	46.5%	31.4%
<b>VEGETABLES</b>											
<b>Asparagus</b>	All Varieties	-	£/kg		11.46	8.45	5.54	6.13	7.08	15.5%	0.1%
<b>Beetroot</b>	Topped	-	£/kg	0.35	0.36	0.16	0.16	0.18	0.17	-7.0%	-70.5%
<b>Broad Beans</b>	Broad	-	£/kg				1.76	1.41	1.04	-26.8%	-20.4%

Table 1 National average monthly wholesale prices of homegrown produce *continued*

		Quality	Units	Feb	Mar	Apr	May	Jun	Jul	Per cent change month	12 month
<b>VEGETABLES</b>											
<b>Brussels Sprouts</b>	All Varieties	-	£/kg	0.51	0.51	0.25					
<b>Bulb Onions</b>	Yellow	-	£/kg	0.30	0.29	0.35	0.40	0.38	0.36	-5.1%	-10.9%
	Red	-	£/kg	0.45	0.44	0.42	0.44	0.31	0.45	43.8%	-12.3%
<b>Cabbage</b>	Red	-	£/kg	0.31	0.33	0.34	0.39	0.41	0.37	-9.3%	-47.9%
	Savoy	-	£/head	0.34	0.34	0.35		0.44	0.41	-8.2%	5.3%
	Spring Greens - Loose	-	£/kg						0.46		-5.2%
	Spring Greens - Prepacked	-	£/kg	0.77	0.95	0.83	0.73	0.62	0.53	-14.2%	-10.7%
	Summer & Autumn-Pointed	-	£/kg			0.53	0.48	0.43	0.44	0.2%	-4.2%
	Summer & Autumn Round	-	£/head	0.31	0.32	0.29	0.40	0.35	0.34	-2.4%	-0.7%
	White	-	£/kg	0.25	0.26	0.25	0.28	0.30	0.28	-6.0%	-23.4%
	Winter Other	-	£/head	0.34	0.35	0.31	0.31				
<b>Calabrese</b>	All Varieties	-	£/kg				0.59	0.55	0.61	9.7%	-37.4%
<b>Capsicums</b>	Green	Ave	£/kg		1.00		1.14	1.15	0.68	-40.9%	-34.6%
	Red	Ave	£/kg				1.06	0.78	0.77	-0.7%	-8.3%
<b>Carrots</b>	Topped-Washed	-	£/kg	0.28	0.28	0.27	0.30	0.33	0.31	-6.4%	-35.6%
<b>Cauliflowers</b>	Kent	-	£/head	0.64	0.53	0.46	0.58	0.66	0.58	-10.8%	52.8%
	All Other	-	£/head	0.60	0.51	0.42	0.56	0.55	0.53	-3.8%	38.0%
<b>Celery</b>	All Washed	-	£/kg					0.65	0.59	-9.2%	-26.5%
<b>Courgettes</b>	All Varieties	-	£/kg				0.53	0.35	0.37	6.4%	-50.1%
<b>Cucumbers</b>	All Varieties	-	£/kg	0.99	0.66	0.64	0.58	0.62	0.69	11.4%	-10.1%
<b>Beans</b>	Dwarf, French or Kidney	-	£/kg					3.53	1.83	-48.2%	-28.6%
<b>Leeks</b>	Trimmed	-	£/kg	0.77	0.77	0.34	0.36	0.55	0.44	-20.1%	-61.8%
<b>Lettuce</b>	Butterhead – Indoor	Ave	£/head	0.34	0.31	0.30	0.30	0.30	0.29	-2.7%	-0.1%
	Cos	Ave	£/head			0.67	0.53	0.53	0.46	-12.7%	4.3%
	Crisp-Iceberg Type	Ave	£/head				0.33	0.38	0.32	-16.4%	2.6%
	Little Gem	Ave	£/twin	0.61	0.55	0.55	0.52	0.50	0.48	-5.1%	2.0%
<b>Mushrooms</b>	Button – Indoor	-	£/kg								
	Cup – Indoor	-	£/kg	1.90	1.84	1.87	1.85	1.87	1.83	-2.2%	24.3%
	Flat – Indoor	-	£/kg								
<b>Parsnips</b>	All Varieties	-	£/kg	0.87	0.82	0.80	0.81	0.86	1.09	27.6%	-9.3%
<b>Rhubarb</b>	Forced	-	£/kg	2.58	2.44	2.84					
	Outdoor	-	£/kg		1.29	1.04	0.99	1.04	1.22	17.3%	13.6%
<b>Runner Beans</b>	Runner-Climbing	-	£/kg					3.46	1.92	-44.6%	-32.4%
<b>Salad Onions</b>	Salad	-	£/bunch			0.29	0.25	0.25	0.25	-1.6%	-11.8%

Table 1 National average monthly wholesale prices of homegrown produce *continued*

		Quality	Units	Feb	Mar	Apr	May	Jun	Jul	Per cent change month	12 month
<b>VEGETABLES</b>											
<b>Shelling Peas</b>	All Varieties	-	£/kg				1.31	0.75	0.70	-7.0%	-46.3%
<b>Spinach</b>	Leaf - Loose/bunches	-	£/kg		1.13	0.96	0.90	0.75	0.84	11.8%	0.9%
<b>Swede</b>	All Varieties	-	£/kg	0.32	0.31	0.29	0.28	0.30	0.34	13.2%	-54.5%
<b>Sweetcorn</b>	All Varieties	-	£/cob								
<b>Tomatoes</b>	Round	Ave	£/kg		1.12	1.20	0.85	0.91	0.86	-5.6%	0.0%
	Vine	Ave	£/kg			2.11	1.02	1.08	1.02	-6.2%	-3.9%
	Cherry	Ave	£/kg			2.00	2.31	2.30	2.10	-9.0%	-6.0%
	Plum	Ave	£/kg						0.82		-29.2%
<b>Turnip</b>	All Varieties	-	£/kg	0.89	0.88	0.86	0.98	0.91	0.90	-1.4%	-18.4%
<b>Watercress</b>	All Varieties	-	£/bunch	0.52	0.52	0.54	0.56	0.54	0.56	4.5%	2.4%
<b>CUT FLOWERS</b>											
<b>Alstromeria</b>	Indoor	-	£/bunch <sup>(1)</sup>	1.00	1.12	0.98	1.02	0.98	1.00	1.9%	4.4%
<b>Chrysanthemums</b>	Indoor-bloom	-	£/bloom								
	Indoor-spray	-	£/spray			1.10	0.33	0.95	0.28	-70.4%	-74.2%
<b>Gladioli</b>	All Varieties	-	£/bunch <sup>(1)</sup>				0.50	0.45	0.66	46.3%	-23.0%
<b>Irises</b>	Indoor	-	£/bunch <sup>(1)</sup>		0.78	0.61	0.57	0.60			
<b>Narcissus-inc.Daffodils</b>	Indoor	-	£/bunch <sup>(2)</sup>	0.51	0.44	0.39					
<b>Oriental Lilies</b>	Homegrown	-	£/stem			0.65	0.64	0.63	0.75	18.9%	26.3%
<b>Pinks</b>	All Varieties	-	£/bunch <sup>(3)</sup>				0.41	0.33	0.27	-16.6%	-26.7%
<b>Tulips</b>	Indoor	-	£/bunch <sup>(4)</sup>	0.44	0.36	0.70	0.59	0.50			
<b>POT PLANTS</b>											
<b>Begonia-Elatior</b>	13cm	-	£ each	1.19	1.28	1.25	1.23	1.09	1.25	14.6%	1.1%
<b>Cyclamen</b>	13cm	-	£ each	1.50							
<b>Poinsettia</b>	13cm	-	£ each								
<b>Chrysanthemum</b>	13cm	-	£ each	1.27	1.33	1.25	1.25	1.19	1.25	5.2%	-1.4%

**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>