



## Fruit and vegetable wholesale prices – November 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*

Slow trade at the start of the month and mixed levels of supply combined with pressure from imported vegetables has resulted in price fluctuations across the month.

#### *Fruit*

Good quality fruit and mixed levels of supply have seen prices for apples and pears fluctuate in November. Egremont Russet apples were up by 11.2% on last month.

Soft fruit supplies and demand reduced over the month. Demand for raspberries reduced and despite the high quality produce available, the price dropped 16.3% compared to last month. This is an 18.3% drop compared to the November 2013 price. Strawberry supplies decreased but the high quality produce on offer raised the price 7.0%.

#### *Vegetables*

Brussels Sprout prices fell by 16.1% compared to last month as supplies increased.

Cauliflower prices rose significantly as supplies dipped and quality improved.

Domestic cucumber supplies tightened but plentiful supplies of Dutch imports pushed the price down 28.2% compared to last month.

Round tomatoes fell by 13.4% and plum tomatoes fell 17% due to the plentiful availability of imports.

#### *Flowers*

Limited demand and an increase supplies resulted in some flower prices falling, in particular, Bloom Chrysanthemum (indoor) were down 20.2% on last 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.

## **Recent 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 | Jun  | Jul  | Aug  | Sep  | Oct  | Nov   | Per cent change |          |
|------------------------|------------------------|---------|-------|------|------|------|------|------|-------|-----------------|----------|
|                        |                        |         |       |      |      |      |      |      |       | month           | 12 month |
| <b>FRUIT</b>           |                        |         |       |      |      |      |      |      |       |                 |          |
| <b>Blackberries</b>    | All Varieties          | -       | £/kg  | 4.82 | 3.98 | 4.64 | 5.02 |      |       |                 |          |
| <b>Blackcurrants</b>   | All Varieties          | -       | £/kg  |      | 7.08 | 4.87 |      |      |       |                 |          |
| <b>Cherries</b>        | Sweet Black            | -       | £/kg  | 4.03 | 3.35 | 4.22 |      |      |       |                 |          |
|                        | Sweet White            | -       | £/kg  |      |      |      |      |      |       |                 |          |
| <b>Cooking Apples</b>  | Bramley's Seedling     | Ave     | £/kg  | 0.66 | 0.67 | 0.61 | 0.56 | 0.55 | 0.56  | 2.5%            | -7.3%    |
| <b>Damsons</b>         | All Varieties          | -       | £/kg  |      |      | 1.60 | 1.34 | 1.37 | 0.91  | -33.3%          |          |
| <b>Dessert Apples</b>  | Cox's Orange-group     | Ave     | £/kg  |      |      | 1.03 | 0.74 | 0.64 | 0.62  | -2.0%           | -4.6%    |
|                        | Discovery              | Ave     | £/kg  |      |      | 0.61 | 0.49 | 0.54 |       |                 |          |
|                        | Egremont Russet        | Ave     | £/kg  |      |      | 0.93 | 0.76 | 0.62 | 0.69  | 11.2%           | 3.9%     |
|                        | Spartan                | Ave     | £/kg  |      |      |      | 0.84 | 0.62 | 0.60  | -4.3%           | -20.8%   |
|                        | Worcester Pearmain     | Ave     | £/kg  |      |      | 0.84 | 0.66 | 0.50 | 0.49  | -1.2%           | 4.2%     |
|                        | Red Pippin             | Ave     | £/kg  |      |      |      |      |      |       |                 |          |
|                        | Braeburn               | Ave     | £/kg  |      |      |      |      |      |       | 3.8%            |          |
|                        | Gala                   | Ave     | £/kg  |      |      |      | 0.69 | 0.63 | 0.66  | 4.1%            | 3.8%     |
|                        | Other Early Season     | -       | £/kg  |      |      | 0.71 | 0.59 | 0.47 | 0.55  | 17.9%           | 15.7%    |
|                        | Other Mid Season       | -       | £/kg  |      |      |      |      | 0.56 | 0.52  | -6.7%           | -27.2%   |
| Other Late Season      | -                      | £/kg    |       |      |      |      | 0.54 | 0.63 | 17.5% | -8.3%           |          |
|                        | Jonogold – group       | Ave     | £/kg  |      |      |      |      | 0.56 | 0.57  | 2.4%            | -6.6%    |
| <b>Gooseberries</b>    | All Varieties          | -       | £/kg  | 3.79 | 2.59 | 1.50 | 1.10 |      |       |                 |          |
| <b>Pears</b>           | Conference             | Ave     | £/kg  | 0.82 | 0.52 | 0.82 | 0.57 | 0.47 | 0.49  | 4.8%            | -17.9%   |
|                        | Doyenne Du Comice      | Ave     | £/kg  |      |      |      | 0.64 | 0.65 | 0.60  | -7.2%           | -12.6%   |
|                        | William's Bon Chretien | Ave     | £/kg  |      |      |      |      | 0.60 | 0.60  | 0.0%            |          |
|                        | Other                  | Ave     | £/kg  |      |      |      |      | 0.42 | 0.42  | 1.1%            | -13.3%   |
| <b>Plums and Gages</b> | Czar                   | -       | £/kg  |      |      |      |      |      |       |                 |          |
|                        | Majorie's Seedling     | -       | £/kg  |      |      | 0.98 | 1.04 | 0.96 |       |                 |          |
|                        | Victoria               | -       | £/kg  |      |      | 1.34 | 1.46 |      |       |                 |          |
|                        | Other Varieties        | -       | £/kg  |      | 1.18 | 1.12 | 1.00 |      |       |                 |          |
| <b>Raspberries</b>     | All Varieties          | -       | £/kg  | 5.09 | 5.80 | 7.48 | 5.97 | 7.43 | 6.22  | -16.3%          | -18.3%   |
| <b>Redcurrants</b>     | All Varieties          | -       | £/kg  |      |      |      |      |      |       |                 |          |
| <b>Strawberries</b>    | All Varieties          | Ave     | £/kg  | 1.53 | 2.25 | 2.18 | 2.35 | 2.21 | 2.36  | 7.0%            | 55.2%    |
| <b>VEGETABLES</b>      |                        |         |       |      |      |      |      |      |       |                 |          |
| <b>Asparagus</b>       | All Varieties          | -       | £/kg  | 6.13 | 7.08 |      |      |      |       |                 |          |
| <b>Beetroot</b>        | Topped                 | -       | £/kg  | 0.18 | 0.17 | 0.17 | 0.17 | 0.17 | 0.16  | -2.6%           | -56.5%   |
| <b>Broad Beans</b>     | Broad                  | -       | £/kg  | 1.41 | 1.04 | 1.08 | 1.07 | 1.11 |       |                 |          |

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

|                         |                           | Quality | Units   | Jun  | Jul  | Aug  | Sep  | Oct  | Nov  | Per cent change<br>month | 12 month |
|-------------------------|---------------------------|---------|---------|------|------|------|------|------|------|--------------------------|----------|
| <b>VEGETABLES</b>       |                           |         |         |      |      |      |      |      |      |                          |          |
| <b>Brussels Sprouts</b> | All Varieties             | -       | £/kg    |      |      | 0.47 | 0.39 | 0.33 | 0.27 | -16.1%                   | -55.4%   |
| <b>Bulb Onions</b>      | Yellow                    | -       | £/kg    | 0.38 | 0.36 | 0.29 | 0.26 | 0.26 | 0.25 | -3.4%                    | -20.9%   |
|                         | Red                       | -       | £/kg    | 0.31 | 0.45 | 0.52 | 0.44 | 0.51 | 0.46 | -8.8%                    | -2.2%    |
| <b>Cabbage</b>          | Red                       | -       | £/kg    | 0.41 | 0.37 | 0.32 | 0.32 | 0.32 | 0.31 | -5.3%                    | -6.6%    |
|                         | Savoy                     | -       | £/head  | 0.44 | 0.41 | 0.38 | 0.39 | 0.37 | 0.35 | -3.2%                    | 8.5%     |
|                         | Spring Greens - Loose     | -       | £/kg    |      | 0.46 | 0.69 |      |      |      |                          |          |
|                         | Spring Greens - Prepacked | -       | £/kg    | 0.62 | 0.53 | 0.55 | 0.59 | 0.58 | 0.57 | -0.7%                    | -1.6%    |
|                         | Summer & Autumn-Pointed   | -       | £/kg    | 0.43 | 0.44 | 0.44 | 0.46 | 0.45 | 0.46 | 1.7%                     | 16.4%    |
|                         | Summer & Autumn Round     | -       | £/head  | 0.35 | 0.34 | 0.33 | 0.34 | 0.34 | 0.33 | -2.1%                    | 2.0%     |
|                         | White                     | -       | £/kg    | 0.30 | 0.28 | 0.26 | 0.28 | 0.28 | 0.26 | -6.2%                    | -4.3%    |
|                         | Winter Other              | -       | £/head  |      |      |      |      |      | 0.36 |                          | 11.6%    |
| <b>Calabrese</b>        | All Varieties             | -       | £/kg    | 0.55 | 0.61 | 0.67 | 0.53 | 0.45 | 0.49 | 8.7%                     | -50.8%   |
| <b>Capsicums</b>        | Green                     | Ave     | £/kg    | 1.15 | 0.68 | 0.51 | 0.58 |      | 0.52 |                          | 8.1%     |
|                         | Red                       | Ave     | £/kg    | 0.78 | 0.77 | 0.57 | 0.70 |      | 0.47 |                          | 2.8%     |
| <b>Carrots</b>          | Topped-Washed             | -       | £/kg    | 0.33 | 0.31 | 0.28 | 0.29 | 0.28 | 0.28 | -1.8%                    | -9.5%    |
| <b>Cauliflowers</b>     | Kent                      | -       | £/head  | 0.66 | 0.58 | 0.51 | 0.60 | 0.42 | 0.55 | 31.4%                    | 2.6%     |
|                         | All Other                 | -       | £/head  | 0.55 | 0.53 | 0.53 | 0.63 | 0.40 | 0.56 | 42.3%                    | 5.6%     |
| <b>Celery</b>           | All Washed                | -       | £/kg    | 0.65 | 0.59 | 0.52 | 0.54 | 0.54 | 0.57 | 4.3%                     | -2.4%    |
| <b>Courgettes</b>       | All Varieties             | -       | £/kg    | 0.35 | 0.37 | 0.40 | 0.52 | 0.54 |      |                          |          |
| <b>Cucumbers</b>        | All Varieties             | -       | £/kg    | 0.62 | 0.69 | 0.71 | 0.68 | 0.83 | 0.59 | -28.2%                   | 3.1%     |
| <b>Beans</b>            | Dwarf, French or Kidney   | -       | £/kg    | 3.53 | 1.83 | 1.18 | 1.40 | 1.47 |      |                          |          |
| <b>Leeks</b>            | Trimmed                   | -       | £/kg    | 0.55 | 0.44 | 0.41 | 0.36 | 0.36 | 0.37 | 3.4%                     | -55.3%   |
| <b>Lettuce</b>          | Butterhead – Indoor       | Ave     | £/head  | 0.30 | 0.29 | 0.31 | 0.32 | 0.31 | 0.30 | -1.2%                    | 2.1%     |
|                         | Cos                       | Ave     | £/head  | 0.53 | 0.46 | 0.44 | 0.49 | 0.50 | 0.54 | 7.2%                     | 14.1%    |
|                         | Crisp-Iceberg Type        | Ave     | £/head  | 0.38 | 0.32 | 0.37 | 0.42 | 0.33 | 0.30 | -8.5%                    | 2.4%     |
|                         | Little Gem                | Ave     | £/twin  | 0.50 | 0.48 | 0.52 | 0.52 | 0.51 | 0.50 | -2.1%                    | -7.7%    |
| <b>Mushrooms</b>        | Button – Indoor           | -       | £/kg    |      |      |      |      |      |      |                          |          |
|                         | Cup – Indoor              | -       | £/kg    | 1.87 | 1.83 | 1.77 |      |      |      |                          |          |
|                         | Flat – Indoor             | -       | £/kg    |      |      | 2.07 |      |      |      |                          |          |
| <b>Parsnips</b>         | All Varieties             | -       | £/kg    | 0.86 | 1.09 | 0.85 | 0.87 | 0.90 | 0.88 | -3.0%                    | -3.3%    |
| <b>Rhubarb</b>          | Forced                    | -       | £/kg    |      |      |      |      |      |      |                          |          |
|                         | Outdoor                   | -       | £/kg    | 1.04 | 1.22 | 1.20 | 1.16 |      |      |                          |          |
| <b>Runner Beans</b>     | Runner-Climbing           | -       | £/kg    | 3.46 | 1.92 | 1.64 | 1.38 | 1.21 |      |                          |          |
| <b>Salad Onions</b>     | Salad                     | -       | £/bunch | 0.25 | 0.25 | 0.25 | 0.25 | 0.23 | 0.19 | -15.4%                   | -4.5%    |

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

|                                |                      | Quality | Units                  | Jun  | Jul  | Aug  | Sep  | Oct  | Nov  | Per cent change |          |
|--------------------------------|----------------------|---------|------------------------|------|------|------|------|------|------|-----------------|----------|
|                                |                      |         |                        |      |      |      |      |      |      | month           | 12 month |
| <b>VEGETABLES</b>              |                      |         |                        |      |      |      |      |      |      |                 |          |
| <b>Shelling Peas</b>           | All Varieties        | -       | £/kg                   | 0.75 | 0.70 | 0.68 | 0.68 | 0.94 |      |                 |          |
| <b>Spinach</b>                 | Leaf - Loose/bunches | -       | £/kg                   | 0.75 | 0.84 | 0.91 | 0.76 | 0.65 | 0.62 | -6.0%           | -5.2%    |
| <b>Swede</b>                   | All Varieties        | -       | £/kg                   | 0.30 | 0.34 | 0.34 | 0.33 | 0.32 | 0.30 | -4.6%           | -15.2%   |
| <b>Sweetcorn</b>               | All Varieties        | -       | £/cob                  |      |      | 0.21 | 0.24 | 0.23 | 0.23 | -2.4%           |          |
| <b>Tomatoes</b>                | Round                | Ave     | £/kg                   | 0.91 | 0.86 | 0.66 | 0.95 | 0.97 | 0.84 | -13.4%          | 21.4%    |
|                                | Vine                 | Ave     | £/kg                   | 1.08 | 1.02 | 0.88 | 1.01 | 1.04 | 0.92 | -11.8%          | -0.7%    |
|                                | Cherry               | Ave     | £/kg                   | 2.30 | 2.10 | 1.75 | 2.07 | 2.43 | 2.21 | -9.2%           | 13.5%    |
|                                | Plum                 | Ave     | £/kg                   |      | 0.82 | 0.96 | 0.93 | 1.03 | 0.86 | -17.0%          | -14.2%   |
| <b>Turnip</b>                  | All Varieties        | -       | £/kg                   | 0.91 | 0.90 | 0.94 | 0.94 | 0.95 | 0.91 | -3.7%           | 18.2%    |
| <b>Watercress</b>              | All Varieties        | -       | £/bunch                | 0.54 | 0.56 | 0.56 | 0.55 | 0.54 | 0.54 | 1.1%            | 2.6%     |
| <b>CUT FLOWERS</b>             |                      |         |                        |      |      |      |      |      |      |                 |          |
| <b>Alstromeria</b>             | Indoor               | -       | £/bunch <sup>(1)</sup> | 0.98 | 1.00 | 1.07 | 1.15 | 1.18 | 1.06 | -10.0%          | -2.6%    |
| <b>Chrysanthemums</b>          | Indoor-bloom         | -       | £/bloom                |      |      | 0.53 | 0.51 | 0.44 | 0.35 | -20.2%          | -3.2%    |
|                                | Indoor-spray         | -       | £/spray                | 0.95 | 0.28 | 0.28 | 0.25 | 0.19 | 0.17 | -7.6%           | -4.5%    |
| <b>Gladioli</b>                | All Varieties        | -       | £/bunch <sup>(1)</sup> | 0.45 | 0.66 | 0.59 | 0.55 | 0.69 |      |                 |          |
| <b>Irises</b>                  | Indoor               | -       | £/bunch <sup>(1)</sup> | 0.60 |      |      | 0.61 | 0.39 |      |                 |          |
| <b>Narcissus-inc.Daffodils</b> | Indoor               | -       | £/bunch <sup>(2)</sup> |      |      |      |      | 0.55 | 0.61 | 10.4%           | 22.9%    |
| <b>Oriental Lilies</b>         | Homegrown            | -       | £/stem                 | 0.63 | 0.75 | 0.83 | 0.91 | 0.86 | 1.03 | 18.9%           | 63.0%    |
| <b>Pinks</b>                   | All Varieties        | -       | £/bunch <sup>(3)</sup> | 0.33 | 0.27 | 0.23 | 0.25 | 0.25 |      |                 |          |
| <b>Tulips</b>                  | Indoor               | -       | £/bunch <sup>(4)</sup> | 0.50 |      |      |      |      | 0.80 |                 |          |
| <b>POT PLANTS</b>              |                      |         |                        |      |      |      |      |      |      |                 |          |
| <b>Begonia-Elatior</b>         | 13cm                 | -       | £ each                 | 1.09 | 1.25 | 1.20 | 1.25 | 1.25 | 1.25 | 0.0%            | 0.0%     |
| <b>Cyclamen</b>                | 13cm                 | -       | £ each                 |      |      | 0.75 | 1.37 | 1.38 | 1.39 | 0.8%            | 11.6%    |
| <b>Poinsettia</b>              | 13cm                 | -       | £ each                 |      |      |      |      |      | 2.92 |                 | -27.1%   |
| <b>Chrysanthemum</b>           | 13cm                 | -       | £ each                 | 1.19 | 1.25 | 0.95 | 1.24 | 1.25 | 1.25 | 0.0%            | 0.0%     |

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>