



06 October 2014

Fruit and vegetable wholesale prices – September 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

The end of the summer holiday period has seen demand drop across many categories. This drop in demand combined with high supplies due to the continued good weather has resulted in many price dips. Competition from Dutch produce eased towards the end of the month pushing some prices back up.

Fruit

Lack of demand and increased supplies have seen prices for apples and pears fall in September. Cox's apples were down by almost 28% on last month. Conference pears were also down almost 31%.

Soft fruit demand remained strong at the start of the month but reduced later on. Strawberry supplies reduced which pushed the price up nearly 8% compared to last month. Raspberry supplies increased and outweighed demand causing the price to fall 20%. This is almost an 11% decrease compared to the September 2013 price.

Vegetables

Calabrese prices fell just over 20% due to increased supplies and a drop in demand towards the end of the month. Courgette prices increased almost 32% due to short supplies early in the month.

Salad produce demand remained good, with prices rising due to a dip in supplies. In particular, round tomatoes increased sharply by 42% due to a dip in supply and a decrease in Dutch imports.

Flowers

New season crop of Cyclamen came on offer towards the end of the month which pushed the price up sharply.

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	Apr	May	Jun	Jul	Aug	Sep	Per cent change	
										month	12 month
FRUIT											
Blackberries	All Varieties	-	£/kg			4.82	3.98	4.64	5.02	8.1%	28.0%
Blackcurrants	All Varieties	-	£/kg				7.08	4.87			
Cherries	Sweet Black	-	£/kg			4.03	3.35	4.22			
	Sweet White	-	£/kg								
Cooking Apples	Bramley's Seedling	Ave	£/kg	0.70	0.70	0.66	0.67	0.61	0.56	-7.8%	-29.9%
Damsons	All Varieties	-	£/kg					1.60	1.34	-15.8%	-6.5%
Dessert Apples	Cox's Orange-group	Ave	£/kg	0.80	0.91			1.03	0.74	-27.6%	-28.2%
	Discovery	Ave	£/kg					0.61	0.49	-19.3%	-28.9%
	Egremont Russet	Ave	£/kg	0.81	0.77			0.93	0.76	-17.8%	-23.4%
	Spartan	Ave	£/kg						0.84		
	Worcester Pearmain	Ave	£/kg					0.84	0.66	-21.6%	-11.7%
	Red Pippin	Ave	£/kg								
	Braeburn	Ave	£/kg	0.63	0.72						
	Gala	Ave	£/kg	0.75	0.72				0.69		-36.5%
	Other Early Season	-	£/kg					0.71	0.59	-16.7%	-3.2%
	Other Mid Season	-	£/kg								
Other Late Season	-	£/kg	0.71	0.63							
Jonogold – group	Ave	£/kg									
Gooseberries	All Varieties	-	£/kg			3.79	2.59	1.50	1.10	-26.6%	-44.3%
Pears	Conference	Ave	£/kg	0.54	0.51	0.82	0.52	0.82	0.57	-30.6%	-31.6%
	Doyenne Du Comice	Ave	£/kg	0.58					0.64		
	William's Bon Chretien	Ave	£/kg								
	Other	Ave	£/kg								
Plums and Gages	Czar	-	£/kg								
	Majorie's Seedling	-	£/kg					0.98	1.04	6.0%	26.6%
	Victoria	-	£/kg					1.34	1.46	9.0%	25.9%
	Other Varieties	-	£/kg				1.18	1.12	1.00	-11.0%	0.7%
Raspberries	All Varieties	-	£/kg		8.64	5.09	5.80	7.48	5.97	-20.2%	-10.8%
Redcurrants	All Varieties	-	£/kg								
Strawberries	All Varieties	Ave	£/kg	1.60	1.88	1.53	2.25	2.18	2.35	7.6%	5.5%
VEGETABLES											
Asparagus	All Varieties	-	£/kg	8.45	5.54	6.13	7.08				
Beetroot	Topped	-	£/kg	0.16	0.16	0.18	0.17	0.17	0.17	-1.1%	-57.6%
Broad Beans	Broad	-	£/kg		1.76	1.41	1.04	1.08	1.07	-0.6%	-12.9%

Table 1 National average monthly wholesale prices of homegrown produce continued

		Quality	Units	Apr	May	Jun	Jul	Aug	Per cent change		
									month	12 month	
VEGETABLES											
Brussels Sprouts	All Varieties	-	£/kg	0.25				0.47	0.39	-16.5%	-58.1%
Bulb Onions	Yellow	-	£/kg	0.35	0.40	0.38	0.36	0.29	0.26	-10.0%	-22.2%
	Red	-	£/kg	0.42	0.44	0.31	0.45	0.52	0.44	-14.6%	3.4%
Cabbage	Red	-	£/kg	0.34	0.39	0.41	0.37	0.32	0.32	-0.3%	-21.5%
	Savoy	-	£/head	0.35		0.44	0.41	0.38	0.39	2.6%	16.5%
	Spring Greens - Loose	-	£/kg				0.46	0.69			
	Spring Greens - Prepacked	-	£/kg	0.83	0.73	0.62	0.53	0.55	0.59	7.3%	12.3%
	Summer & Autumn-Pointed	-	£/kg	0.53	0.48	0.43	0.44	0.44	0.46	4.6%	12.2%
	Summer & Autumn Round	-	£/head	0.29	0.40	0.35	0.34	0.33	0.34	2.0%	4.0%
	White	-	£/kg	0.25	0.28	0.30	0.28	0.26	0.28	8.8%	-7.9%
	Winter Other	-	£/head	0.31	0.31						
Calabrese	All Varieties	-	£/kg		0.59	0.55	0.61	0.67	0.53	-20.7%	-54.7%
Capsicums	Green	Ave	£/kg		1.14	1.15	0.68	0.51	0.58	14.9%	-24.5%
	Red	Ave	£/kg		1.06	0.78	0.77	0.57	0.70	22.7%	12.2%
Carrots	Topped-Washed	-	£/kg	0.27	0.30	0.33	0.31	0.28	0.29	1.1%	-22.9%
Cauliflowers	Kent	-	£/head	0.46	0.58	0.66	0.58	0.51	0.60	19.2%	5.2%
	All Other	-	£/head	0.42	0.56	0.55	0.53	0.53	0.63	17.6%	9.9%
Celery	All Washed	-	£/kg			0.65	0.59	0.52	0.54	4.1%	-16.6%
Courgettes	All Varieties	-	£/kg		0.53	0.35	0.37	0.40	0.52	31.4%	-47.8%
Cucumbers	All Varieties	-	£/kg	0.64	0.58	0.62	0.69	0.71	0.68	-5.2%	-7.1%
Beans	Dwarf, French or Kidney	-	£/kg			3.53	1.83	1.18	1.40	18.0%	-6.5%
Leeks	Trimmed	-	£/kg	0.34	0.36	0.55	0.44	0.41	0.36	-12.0%	-61.3%
Lettuce	Butterhead – Indoor	Ave	£/head	0.30	0.30	0.30	0.29	0.31	0.32	2.0%	3.3%
	Cos	Ave	£/head	0.67	0.53	0.53	0.46	0.44	0.49	11.8%	8.1%
	Crisp-Iceberg Type	Ave	£/head		0.33	0.38	0.32	0.37	0.42	12.4%	9.8%
	Little Gem	Ave	£/twin	0.55	0.52	0.50	0.48	0.52	0.52	-0.5%	2.3%
Mushrooms	Button – Indoor	-	£/kg								
	Cup – Indoor	-	£/kg	1.87	1.85	1.87	1.83	1.77			
	Flat – Indoor	-	£/kg					2.07			
Parsnips	All Varieties	-	£/kg	0.80	0.81	0.86	1.09	0.85	0.87	1.8%	-25.1%
Rhubarb	Forced	-	£/kg	2.84							
	Outdoor	-	£/kg	1.04	0.99	1.04	1.22	1.20	1.16	-3.3%	4.0%
Runner Beans	Runner-Climbing	-	£/kg			3.46	1.92	1.64	1.38	-15.9%	-3.3%
Salad Onions	Salad	-	£/bunch	0.29	0.25	0.25	0.25	0.25	0.25	-2.1%	-2.9%

Table 1 National average monthly wholesale prices of homegrown produce continued

		Quality	Units	Apr	May	Jun	Jul	Aug	Per cent change		
									month	12 month	
VEGETABLES											
Shelling Peas	All Varieties	-	£/kg		1.31	0.75	0.70	0.68	0.68	-1.0%	-53.3%
Spinach	Leaf - Loose/bunches	-	£/kg	0.96	0.90	0.75	0.84	0.91	0.76	-16.4%	1.4%
Swede	All Varieties	-	£/kg	0.29	0.28	0.30	0.34	0.34	0.33	-4.8%	-25.9%
Sweetcorn	All Varieties	-	£/cob					0.21	0.24	12.6%	47.5%
Tomatoes	Round	Ave	£/kg	1.20	0.85	0.91	0.86	0.66	0.95	42.4%	26.1%
	Vine	Ave	£/kg	2.11	1.02	1.08	1.02	0.88	1.01	14.7%	37.1%
	Cherry	Ave	£/kg	2.00	2.31	2.30	2.10	1.75	2.07	18.6%	1.3%
	Plum	Ave	£/kg				0.82	0.96	0.93	-2.8%	0.5%
Turnip	All Varieties	-	£/kg	0.86	0.98	0.91	0.90	0.94	0.94	0.1%	34.9%
Watercress	All Varieties	-	£/bunch	0.54	0.56	0.54	0.56	0.56	0.55	-1.9%	6.6%
CUT FLOWERS											
Alstromeria	Indoor	-	£/bunch ⁽¹⁾	0.98	1.02	0.98	1.00	1.07	1.15	7.4%	19.9%
Chrysanthemums	Indoor-bloom	-	£/bloom					0.53	0.51	-3.6%	14.3%
	Indoor-spray	-	£/spray	1.10	0.33	0.95	0.28	0.28	0.25	-11.3%	1.5%
Gladioli	All Varieties	-	£/bunch ⁽¹⁾		0.50	0.45	0.66	0.59	0.55	-7.6%	-1.6%
Irises	Indoor	-	£/bunch ⁽¹⁾	0.61	0.57	0.60			0.61		11.0%
Narcissus-inc.Daffodils	Indoor	-	£/bunch ⁽²⁾	0.39							
Oriental Lilies	Homegrown	-	£/stem	0.65	0.64	0.63	0.75	0.83	0.91	8.8%	55.2%
Pinks	All Varieties	-	£/bunch ⁽³⁾		0.41	0.33	0.27	0.23	0.25	7.2%	-57.4%
Tulips	Indoor	-	£/bunch ⁽⁴⁾	0.70	0.59	0.50					
POT PLANTS											
Begonia-Elatior	13cm	-	£ each	1.25	1.23	1.09	1.25	1.20	1.25	4.2%	0.0%
Cyclamen	13cm	-	£ each					0.75	1.37	82.9%	9.7%
Poinsettia	13cm	-	£ each								
Chrysanthemum	13cm	-	£ each	1.25	1.25	1.19	1.25	0.95	1.24	30.6%	-0.7%

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>