



Fruit and vegetable wholesale prices – April 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 has been relatively steady throughout April. Fair weather during the month and a boost in demand before the Easter holiday increased sales.

The flower market saw quiet trading as the seasonal transition to spring and summer plants took effect.

Fruit

Supplies of home grown apples and pears have fallen as the season comes to an end. The quality of apples remained good and prices rose. Pear prices were more volatile as supplies dwindled and quality of fruit varied.

Strawberry prices fell as more new season fruit came onto the market.

Vegetables

New season asparagus prices fell sharply. Supplies, including low price Spanish imports, were high but demand was low.

Carrot prices rose sharply as supplies dwindled.

Cauliflower prices have continued to fall as supplies of home grown produce increased and competition from French imports remained strong.

Outdoor rhubarb prices fell sharply as supplies increased.

Good quality home grown tomatoes plus increased demand pushed the price up.

Supplies of new crop home grown leafy salads continue to rise.

Flowers

Prices for Iris dropped as demand fell. Narcissus prices have also fallen as they are at the end of their season and demand fell after the Easter high.

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	Nov	Dec	Jan	Feb	Mar	Apr	Per cent change		
										month	12 month	
FRUIT												
Blackberries	All Varieties	-	£/kg									
Blackcurrants	All Varieties	-	£/kg									
Cherries	Sweet Black	-	£/kg									
	Sweet White	-	£/kg									
Cooking Apples	Bramley's Seedling	Ave	£/kg	0.56	0.59	0.61	0.61	0.60	0.60	0.7%	-14.3%	
Damsons	All Varieties	-	£/kg	0.91	0.87							
Dessert Apples	Cox's Orange-group	Ave	£/kg	0.62	0.65	0.69	0.78	0.89	1.00	11.7%	24.2%	
	Discovery	Ave	£/kg									
	Egremont Russet	Ave	£/kg	0.69	0.69	0.73	0.77	0.74				
	Spartan	Ave	£/kg	0.60	0.59	0.54						
	Worcester Pearmain	Ave	£/kg	0.49								
	Braeburn	Ave	£/kg	0.65	0.62	0.62	0.61	0.59	0.59	0.1%	-5.8%	
	Gala	Ave	£/kg	0.66	0.63	0.72	0.69	0.64	0.68	5.4%	-9.9%	
	Other Early Season	-	£/kg	0.55								
	Other Mid Season	-	£/kg	0.52	0.49							
	Other Late Season	-	£/kg	0.63	0.60	0.66	0.59	0.57	0.63	9.5%	-11.3%	
	Jonogold – group	Ave	£/kg	0.57	0.58	0.58			0.71			
	Gooseberries	All Varieties	-	£/kg								
	Pears	Conference	Ave	£/kg	0.49	0.49	0.48	0.48	0.45	0.45	1.8%	-15.5%
Doyenne Du Comice		Ave	£/kg	0.60	0.61	0.59	0.62	0.55	0.50	-9.0%	-14.0%	
William's Bon Chretien		Ave	£/kg	0.60								
Other		Ave	£/kg	0.42	0.34	0.37	0.42	0.66	0.61	-7.6%		
Plums and Gages	Czar	-	£/kg									
	Majorie's Seedling	-	£/kg									
	Victoria	-	£/kg									
	Other Varieties	-	£/kg									
Raspberries	All Varieties	-	£/kg	6.22								
Redcurrants	All Varieties	-	£/kg									
Strawberries	All Varieties	Ave	£/kg	2.36				2.23	1.60	-28.4%	-0.1%	
VEGETABLES												
Asparagus	All Varieties	-	£/kg					12.05	9.37	-22.2%	10.9%	
Beetroot	Topped	-	£/kg	0.16	0.15	0.15	0.16	0.15	0.16	3.1%	-3.4%	
Broad Beans	Broad	-	£/kg									
Brussels Sprouts	All Varieties	-	£/kg	0.27	0.26	0.25	0.25	0.26	0.25	-4.7%	2.0%	

Table 1 National average monthly wholesale prices of homegrown produce continued

		Quality	Units	Nov	Dec	Jan	Feb	Mar	Apr	Per cent change	
										month	12 month
VEGETABLES											
Spinach	Leaf - Loose/bunches	-	£/kg	0.62	1.00				0.95		-1.2%
Swede	All Varieties	-	£/kg	0.30	0.29	0.30	0.29	0.28	0.28	-0.1%	-3.7%
Sweetcorn	All Varieties	-	£/cob	0.23							
Tomatoes	Round	Ave	£/kg	0.84	1.08			1.10	1.11	1.1%	-7.0%
	Vine	Ave	£/kg	0.92				0.75	1.00	33.6%	-52.4%
	Cherry	Ave	£/kg	2.21					2.91		45.5%
	Plum	Ave	£/kg	0.86							
Turnip	All Varieties	-	£/kg	0.91	0.89	0.92	0.52	0.70	0.96	37.4%	11.1%
Watercress	All Varieties	-	£/bunch	0.54	0.51	0.52	0.56	0.54	0.55	1.1%	1.0%
CUT FLOWERS											
Alstromeria	Indoor	-	£/bunch ⁽¹⁾	1.06	1.40	1.18	1.22	1.29	1.14	-12.2%	15.4%
Chrysanthemums	Indoor-bloom	-	£/bloom	0.35	1.00						
	Indoor-spray	-	£/spray	0.17	0.17	0.24			0.63		-42.7%
Gladioli	All Varieties	-	£/bunch ⁽¹⁾								
Irises	Indoor	-	£/bunch ⁽¹⁾				0.88	0.95	0.80	-15.5%	32.4%
Narcissus-inc.Daffodils	Indoor	-	£/bunch ⁽²⁾	0.61	0.60	0.58	0.62	0.54	0.42	-22.7%	7.4%
Oriental Lilies	Homegrown	-	£/stem	1.03	0.97				0.79		21.7%
Pinks	All Varieties	-	£/bunch ⁽³⁾								
Tulips	Indoor	-	£/bunch ⁽⁴⁾	0.80	0.90	0.77	0.86	0.85	0.88	3.4%	25.1%
POT PLANTS											
Begonia-Elatior	13cm	-	£ each	1.25	1.25	1.25	1.13	1.08	1.10	1.9%	-12.0%
Cyclamen	13cm	-	£ each	1.39	1.38	1.37		1.30			
Poinsettia	13cm	-	£ each	2.92	2.73						
Chrysanthemum	13cm	-	£ each	1.25	1.38	1.25	1.19	1.21	1.23	1.2%	-1.8%

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>