



Fruit and vegetable wholesale prices – May 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 steady throughout May. The amount of home grown produce increased and imports from the continent ensured supplies were good across the month.

The flower market saw quiet trading at the beginning of the month but trading picked up as the weather improved and demand increased for the summer season.

Fruit

Supplies of home grown apples and pears continue to fall as the season comes to an end. Demand for apples fell and quality of the fruit was varied. Pear prices rose as supplies dwindled and the quality of fruit was good. Conference pears rose 15% to £0.52/kg and Doyenne Du Comice rose 21% to £0.61/kg.

Demand increased for Strawberries so prices rose by 52% to £2.43/kg despite a dip at the end of the month as more fruit including Dutch and Belgian imports came onto the market.

Vegetables

New season asparagus prices continued to fall sharply, down 38% to £5.79/kg by the end of the month. Supplies increased but demand was low and quality was mixed.

Carrot prices continued to rise as supplies dwindled. The price rose 34% to £0.43/kg by the end of the month.

Outdoor rhubarb prices fell sharply by 30% to £1.30/kg as supplies increased but forced rhubarb prices rose 47% to £5.65/kg due to high product quality being available but in short supply.

Cherry and Round tomatoes dropped in price as supplies increased. Dutch imports of cherry tomatoes increased on the markets and pushed the price down. The Cherry price fell 19% to £2.37/kg and Rounds 23% to £0.86/kg.

Spinach and turnip prices fell due to the poor quality produce available.

Both Red and White cabbage prices rose as supplies dwindled and the price for Summer Rounds rose as the new crop came onto the market.

Flowers

Prices for Iris dropped sharply by 30% to £0.56/bunch as demand fell. Oriental Lily prices have also fallen as supplies increased and demand fell.

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	Dec	Jan	Feb	Mar	Apr	May	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	0.59	0.61	0.61	0.60	0.60	0.61	1.2%	-13.2%	
Damsons	All Varieties	-	£/kg	0.87								
Dessert Apples	Cox's Orange-group	Ave	£/kg	0.65	0.69	0.78	0.89	1.00				
	Discovery	Ave	£/kg									
	Egremont Russet	Ave	£/kg	0.69	0.73	0.77	0.74					
	Spartan	Ave	£/kg	0.59	0.54							
	Worcester Pearmain	Ave	£/kg									
	Braeburn	Ave	£/kg	0.62	0.62	0.61	0.59	0.59	0.62	4.4%	-14.9%	
	Gala	Ave	£/kg	0.63	0.72	0.69	0.64	0.68	0.66	-2.6%	-8.5%	
	Other Early Season	-	£/kg									
	Other Mid Season	-	£/kg	0.49								
	Other Late Season	-	£/kg	0.60	0.66	0.59	0.57	0.63	0.64	1.8%	2.0%	
	Jonogold – group	Ave	£/kg	0.58	0.58			0.71	0.68	-4.2%		
	Gooseberries	All Varieties	-	£/kg								
	Pears	Conference	Ave	£/kg	0.49	0.48	0.48	0.45	0.45	0.52	14.6%	3.0%
		Doyenne Du Comice	Ave	£/kg	0.61	0.59	0.62	0.55	0.50	0.61	20.7%	
William's Bon Chretien		Ave	£/kg									
Other		Ave	£/kg	0.34	0.37	0.42	0.66	0.61				
Plums and Gages	Czar	-	£/kg									
	Majorie's Seedling	-	£/kg									
	Victoria	-	£/kg									
	Other Varieties	-	£/kg									
	All Varieties	-	£/kg						7.74		-10.4%	
Raspberries	All Varieties	-	£/kg									
Redcurrants	All Varieties	-	£/kg									
Strawberries	All Varieties	Ave	£/kg				2.23	1.60	2.43	52.3%	29.7%	
VEGETABLES												
Asparagus	All Varieties	-	£/kg				12.05	9.37	5.79	-38.2%	4.6%	
Beetroot	Topped	-	£/kg	0.15	0.15	0.16	0.15	0.16	0.16	3.6%	2.2%	
Broad Beans	Broad	-	£/kg						2.26		28.0%	
Brussels Sprouts	All Varieties	-	£/kg	0.26	0.25	0.25	0.26	0.25				

Table 1 National average monthly wholesale prices of homegrown produce continued

		Quality	Units	Dec	Jan	Feb	Mar	Apr	May	Per cent change	
										month	12 month
VEGETABLES											
Spinach	Leaf - Loose/bunches	-	£/kg	1.00				0.95	0.81	-14.5%	-9.4%
Swede	All Varieties	-	£/kg	0.29	0.30	0.29	0.28	0.28	0.28	1.6%	0.1%
Sweetcorn	All Varieties	-	£/cob								
Tomatoes	Round	Ave	£/kg	1.08			1.10	1.11	0.86	-22.7%	1.8%
	Vine	Ave	£/kg				0.75	1.00	1.07	6.2%	4.7%
	Cherry	Ave	£/kg					2.91	2.37	-18.6%	2.4%
	Plum	Ave	£/kg						1.02		
Turnip	All Varieties	-	£/kg	0.89	0.92	0.52	0.70	0.96	0.84	-12.0%	-14.0%
Watercress	All Varieties	-	£/bunch	0.51	0.52	0.56	0.54	0.55	0.56	1.6%	-0.3%
CUT FLOWERS											
Alstromeria	Indoor	-	£/bunch ⁽¹⁾	1.40	1.18	1.22	1.29	1.14	1.19	4.8%	17.0%
Chrysanthemums	Indoor-bloom	-	£/bloom	1.00							
	Indoor-spray	-	£/spray	0.17	0.24			0.63			
Gladioli	All Varieties	-	£/bunch ⁽¹⁾								
Irises	Indoor	-	£/bunch ⁽¹⁾			0.88	0.95	0.80	0.56	-30.3%	-2.2%
Narcissus-inc.Daffodils	Indoor	-	£/bunch ⁽²⁾	0.60	0.58	0.62	0.54	0.42			
Oriental Lilies	Homegrown	-	£/stem	0.97				0.79	0.70	-10.7%	9.3%
Pinks	All Varieties	-	£/bunch ⁽³⁾						0.40		-3.6%
Tulips	Indoor	-	£/bunch ⁽⁴⁾	0.90	0.77	0.86	0.85	0.88	0.83	-5.0%	41.2%
POT PLANTS											
Begonia-Elatior	13cm	-	£ each	1.25	1.25	1.13	1.08	1.10	1.20	9.3%	-1.9%
Cyclamen	13cm	-	£ each	1.38	1.37		1.30				
Poinsettia	13cm	-	£ each	2.73							
Chrysanthemum	13cm	-	£ each	1.38	1.25	1.19	1.21	1.23	1.23	0.1%	-1.7%

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>