



## Fruit and vegetable wholesale prices – December 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*

Trade was generally slow at the start of the month but picked up towards the end of the month on various products, particularly Christmas lunch vegetables.

#### *Fruit*

Damsons and other pears came to the end of their season in December. Demand generally down for apples and other home grown fruit as consumers looking for more exotic fruit in the run up to Christmas.

#### *Vegetables*

Cauliflower prices rose in December as supply was down, particularly during the cold weather at the start of the month.

The last of the season's spinach and round tomatoes were seen at the market this month. Prices rose as supply was down and the quality of the products remained good.

#### *Flowers*

Short supplies of chrysanthemums (cut flowers) allowed suppliers to get premium price for their products

There was also a short supply of alstromeria which saw prices rise in December.

### **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	Jul	Aug	Sep	Oct	Nov	Dec	Per cent change month	12 month	
<b>FRUIT</b>												
<b>Blackberries</b>	All Varieties	-	£/kg	3.98	4.64	5.02						
<b>Blackcurrants</b>	All Varieties	-	£/kg	7.08	4.87							
<b>Cherries</b>	Sweet Black	-	£/kg	3.35	4.22							
	Sweet White	-	£/kg									
<b>Cooking Apples</b>	Bramley's Seedling	Ave	£/kg	0.67	0.61	0.56	0.55	0.56	0.59	5.0%	-5.2%	
<b>Damsons</b>	All Varieties	-	£/kg		1.60	1.34	1.37	0.91	0.87	-4.4%		
<b>Dessert Apples</b>	Cox's Orange-group	Ave	£/kg		1.03	0.74	0.64	0.62	0.65	3.8%	1.3%	
	Discovery	Ave	£/kg		0.61	0.49	0.54					
	Egremont Russet	Ave	£/kg		0.93	0.76	0.62	0.69	0.69	0.0%	0.5%	
	Spartan	Ave	£/kg			0.84	0.62	0.60	0.59	-0.5%	3.2%	
	Worcester Pearmain	Ave	£/kg		0.84	0.66	0.50	0.49				
	Braeburn	Ave	£/kg				0.63	0.65	0.62	-4.8%		
	Gala	Ave	£/kg			0.69	0.63	0.66	0.63	-4.2%	2.3%	
	Other Early Season	-	£/kg		0.71	0.59	0.47	0.55				
	Other Mid Season	-	£/kg				0.56	0.52	0.49	-6.4%	-31.3%	
	Other Late Season	-	£/kg				0.54	0.63	0.60	-5.0%	-15.7%	
	Jonogold – group	Ave	£/kg				0.56	0.57	0.58	0.5%	16.1%	
	<b>Gooseberries</b>	All Varieties	-	£/kg	2.59	1.50	1.10					
	<b>Pears</b>	Conference	Ave	£/kg	0.52	0.82	0.57	0.47	0.49	0.49	0.3%	-17.6%
Doyenne Du Comice		Ave	£/kg			0.64	0.65	0.60	0.61	1.2%	-6.3%	
William's Bon Chretien		Ave	£/kg				0.60	0.60				
Other		Ave	£/kg				0.42	0.42	0.34	-19.0%	-31.8%	
<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	5.80	7.48	5.97	7.43	6.22				
<b>Redcurrants</b>	All Varieties	-	£/kg									
<b>Strawberries</b>	All Varieties	Ave	£/kg	2.25	2.18	2.35	2.21	2.36				
<b>VEGETABLES</b>												
<b>Asparagus</b>	All Varieties	-	£/kg	7.08								
<b>Beetroot</b>	Topped	-	£/kg	0.17	0.17	0.17	0.17	0.16	0.15	-5.4%	-57.6%	
<b>Broad Beans</b>	Broad	-	£/kg	1.04	1.08	1.07	1.11					
<b>Brussels Sprouts</b>	All Varieties	-	£/kg		0.47	0.39	0.33	0.27	0.26	-4.5%	-57.1%	

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

		Quality	Units							Per cent change	
										month	12 month
<b>VEGETABLES</b>											
<b>Bulb Onions</b>	Yellow	-	£/kg	0.36	0.29	0.26	0.26	0.25	0.25	1.5%	-16.4%
	Red	-	£/kg	0.45	0.52	0.44	0.51	0.46	0.44	-4.9%	-0.6%
<b>Cabbage</b>	Red	-	£/kg	0.37	0.32	0.32	0.32	0.31	0.30	-2.0%	-1.2%
	Savoy	-	£/head	0.41	0.38	0.39	0.37	0.35	0.35	-0.1%	4.8%
	Spring Greens - Loose	-	£/kg	0.46	0.69						
	Spring Greens - Prepacked	-	£/kg	0.53	0.55	0.59	0.58	0.57	0.60	5.0%	-5.6%
	Summer & Autumn-Pointed	-	£/kg	0.44	0.44	0.46	0.45	0.46			
	Summer & Autumn Round	-	£/head	0.34	0.33	0.34	0.34	0.33	0.32	-5.3%	-3.9%
	White	-	£/kg	0.28	0.26	0.28	0.28	0.26	0.26	-0.7%	4.6%
	Winter Other	-	£/head					0.36	0.34	-5.8%	6.1%
<b>Calabrese</b>	All Varieties	-	£/kg	0.61	0.67	0.53	0.45	0.49			
<b>Capsicums</b>	Green	Ave	£/kg	0.68	0.51	0.58		0.52			
	Red	Ave	£/kg	0.77	0.57	0.70		0.47			
<b>Carrots</b>	Topped-Washed	-	£/kg	0.31	0.28	0.29	0.28	0.28	0.27	-1.4%	-9.4%
<b>Cauliflowers</b>	Kent	-	£/head	0.58	0.51	0.60	0.42	0.55	0.81	48.4%	-1.4%
	All Other	-	£/head	0.53	0.53	0.63	0.40	0.56	0.87	53.7%	8.7%
<b>Celery</b>	All Washed	-	£/kg	0.59	0.52	0.54	0.54	0.57	0.56	-1.1%	-1.2%
<b>Courgettes</b>	All Varieties	-	£/kg	0.37	0.40	0.52	0.54				
<b>Cucumbers</b>	All Varieties	-	£/kg	0.69	0.71	0.68	0.83	0.59			
<b>Beans</b>	Dwarf, French or Kidney	-	£/kg	1.83	1.18	1.40	1.47				
<b>Leeks</b>	Trimmed	-	£/kg	0.44	0.41	0.36	0.36	0.37	0.37	-0.4%	-57.7%
<b>Lettuce</b>	Butterhead – Indoor	Ave	£/head	0.29	0.31	0.32	0.31	0.30	0.31	1.1%	-1.4%
	Cos	Ave	£/head	0.46	0.44	0.49	0.50	0.54			
	Crisp-Iceberg Type	Ave	£/head	0.32	0.37	0.42	0.33	0.30			
	Little Gem	Ave	£/twin	0.48	0.52	0.52	0.51	0.50	0.52	4.6%	-8.7%
<b>Mushrooms</b>	Button – Indoor	-	£/kg								
	Cup – Indoor	-	£/kg	1.83	1.77						
	Flat – Indoor	-	£/kg		2.07						
<b>Parsnips</b>	All Varieties	-	£/kg	1.09	0.85	0.87	0.90	0.88	0.84	-4.0%	-9.3%
<b>Rhubarb</b>	Forced	-	£/kg								
	Outdoor	-	£/kg	1.22	1.20	1.16					
<b>Runner Beans</b>	Runner-Climbing	-	£/kg	1.92	1.64	1.38	1.21				
<b>Salad Onions</b>	Salad	-	£/bunch	0.25	0.25	0.25	0.23	0.19			
<b>Shelling Peas</b>	All Varieties	-	£/kg	0.70	0.68	0.68	0.94				

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

		Quality	Units							Per cent change month	12 month
<b>VEGETABLES</b>											
<b>Spinach</b>	Leaf - Loose/bunches	-	£/kg	0.84	0.91	0.76	0.65	0.62	1.00	62.5%	42.9%
<b>Swede</b>	All Varieties	-	£/kg	0.34	0.34	0.33	0.32	0.30	0.29	-4.2%	-16.3%
<b>Sweetcorn</b>	All Varieties	-	£/cob		0.21	0.24	0.23	0.23			
<b>Tomatoes</b>	Round	Ave	£/kg	0.86	0.66	0.95	0.97	0.84	1.08	29.4%	19.3%
	Vine	Ave	£/kg	1.02	0.88	1.01	1.04	0.92			
	Cherry	Ave	£/kg	2.10	1.75	2.07	2.43	2.21			
	Plum	Ave	£/kg	0.82	0.96	0.93	1.03	0.86			
<b>Turnip</b>	All Varieties	-	£/kg	0.90	0.94	0.94	0.95	0.91	0.89	-2.4%	21.5%
<b>Watercress</b>	All Varieties	-	£/bunch	0.56	0.56	0.55	0.54	0.54	0.51	-6.3%	-5.1%
<b>CUT FLOWERS</b>											
<b>Alstromeria</b>	Indoor	-	£/bunch <sup>(1)</sup>	1.00	1.07	1.15	1.18	1.06	1.40	31.8%	24.9%
<b>Chrysanthemums</b>	Indoor-bloom	-	£/bloom		0.53	0.51	0.44	0.35	1.00	182.0%	20.5%
	Indoor-spray	-	£/spray	0.28	0.28	0.25	0.19	0.17	0.17	-1.3%	-77.6%
<b>Gladioli</b>	All Varieties	-	£/bunch <sup>(1)</sup>	0.66	0.59	0.55	0.69				
<b>Irises</b>	Indoor	-	£/bunch <sup>(1)</sup>			0.61	0.39				
<b>Narcissus-inc.Daffodils</b>	Indoor	-	£/bunch <sup>(2)</sup>				0.55	0.61	0.60	-1.5%	-1.0%
<b>Oriental Lilies</b>	Homegrown	-	£/stem	0.75	0.83	0.91	0.86	1.03	0.97	-6.0%	48.4%
<b>Pinks</b>	All Varieties	-	£/bunch <sup>(3)</sup>	0.27	0.23	0.25	0.25				
<b>Tulips</b>	Indoor	-	£/bunch <sup>(4)</sup>					0.80	0.90	12.2%	
<b>POT PLANTS</b>											
<b>Begonia-Elatior</b>	13cm	-	£ each	1.25	1.20	1.25	1.25	1.25	1.25	0.0%	2.6%
<b>Cyclamen</b>	13cm	-	£ each		0.75	1.37	1.38	1.39	1.38	-0.6%	-8.1%
<b>Poinsettia</b>	13cm	-	£ each					2.92	2.73	-6.4%	23.2%
<b>Chrysanthemum</b>	13cm	-	£ each	1.25	0.95	1.24	1.25	1.25	1.38	10.0%	5.8%

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>