



## Fruit and vegetable wholesale prices – August 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 continued to be slow this month due to the summer holiday period. In the main, the shift in prices was influenced by quality of produce, low demand or supplies. New season bramley and discovery apples, pears and sprouts have come onto the market with sales slow for discovery apples and sprouts.

Trading on the flower market has slowed significantly due to the summer holidays.

#### *Fruit*

Between July and August, the price of home grown blackberries fell by 16% to £4.87/kg due to a reduction in supply and demand. Alternatively home grown cherries price rose by 15% to £3.39/kg as season comes to an end.

The price of gooseberries rose by 25% between July and August, averaging £3.39/kg, due to good quality produce and low volumes being available on the market.

New season pears are now available with the average price of conference pears rising to £0.80/kg, an increase of 60% between July and August.

The low supply of bramley apples at start of the season saw the average monthly price rise to £0.68 p/kg, 11% higher than the price for last season's bramleys in August.

Shorter supplies due to poorer weather conditions and good quality produce have led to an increase in prices on the month previous for strawberries and raspberries. Strawberries rose by 21% and raspberries by 15% to £2.15 p/kg and £7.60 p/kg respectively.

#### *Vegetables*

Despite smaller volumes, broad bean prices fell again as demand remains low with the price falling by 17% in August compared to July to £0.88/kg. Similarly, the runner bean price fell by 15% to £1.70/kg. Poor weather affected the quality of dwarf, french and kidney beans and with demand low the average monthly price fell by 17% to £1.84 p/kg.

Between July and August, there was a considerable rise in price for both cauliflower and cucumber due to short supplies of both.

Availability of good quality parsnips has increased the price to £1.15/kg, a rise of 21% since last month.

Demand for new season Brussel sprout slow with average monthly price of £0.47 p/kg similar to that of August last year.

### *Flowers*

Slow trade saw gladioli prices drop by 26% between July and August to £0.63 per 5 stems.

Chrysanthemum pot plants fell by 12% to £1.08 each, also due to slow trade although prices started to strengthen by the end of the 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.

### **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 are collected, so the items as well as the markets may change over time.

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

		Quality	Units	Mar	Apr	May	Jun	Jul	Aug	Per cent change month	Per cent change 12 month
<b>FRUIT</b>											
<b>Blackberries</b>	All Varieties	-	£/kg				4.05	5.76	4.87	-15.5%	4.9%
<b>Blackcurrants</b>	All Varieties	-	£/kg					5.41	5.23	-3.2%	7.6%
<b>Cherries</b>	Sweet Black	-	£/kg				2.47	2.95	3.39	14.8%	-19.8%
	Sweet White	-	£/kg					2.31			
<b>Cooking Apples</b>	Bramley's Seedling	Ave	£/kg	0.60	0.60	0.61	0.62	0.59	0.68	13.9%	11.4%
<b>Damsons</b>	All Varieties	-	£/kg						1.49		-6.7%
<b>Dessert Apples</b>	Cox's Orange-group	Ave	£/kg	0.89	1.00						
	Discovery	Ave	£/kg						0.71		16.5%
	Egremont Russet	Ave	£/kg	0.74							
	Spartan	Ave	£/kg								
	Worcester Pearmain	Ave	£/kg						0.00		-100.0%
	Braeburn	Ave	£/kg	0.59	0.59	0.62					
	Gala	Ave	£/kg	0.64	0.68	0.66					
	Other Early Season	-	£/kg						0.75		5.0%
	Other Mid Season	-	£/kg								
	Other Late Season	-	£/kg	0.57	0.63	0.64					
	Jonogold – group	Ave	£/kg		0.71	0.68					
<b>Gooseberries</b>	All Varieties	-	£/kg				3.06	2.71	3.39	25.1%	126.1%
<b>Pears</b>	Conference	Ave	£/kg	0.45	0.45	0.52	0.59	0.50	0.80	59.5%	-2.1%
	Doyenne Du Comice	Ave	£/kg	0.55	0.50	0.61					
	William's Bon Chretien	Ave	£/kg						0.66		
	Other	Ave	£/kg	0.66	0.61						
<b>Plums and Gages</b>	Czar	-	£/kg						1.15		
	Majorie's Seedling	-	£/kg								
	Victoria	-	£/kg						1.54		14.6%
	Other Varieties	-	£/kg					1.04	1.03	-1.8%	-8.6%
<b>Raspberries</b>	All Varieties	-	£/kg			7.74	6.86	6.61	7.60	15.0%	1.6%
<b>Redcurrants</b>	All Varieties	-	£/kg					5.60	5.65	1.0%	
<b>Strawberries</b>	All Varieties	Ave	£/kg	2.23	1.60	2.43	1.85	1.78	2.15	20.7%	-1.7%
<b>VEGETABLES</b>											
<b>Asparagus</b>	All Varieties	-	£/kg	12.05	9.37	5.79	5.00	7.36			
<b>Beetroot</b>	Topped	-	£/kg	0.15	0.16	0.16	0.16	0.17	0.17	0.0%	1.7%
<b>Broad Beans</b>	Broad	-	£/kg			2.26	1.42	1.05	0.88	-16.7%	-18.7%
<b>Brussels Sprouts</b>	All Varieties	-	£/kg	0.26	0.25				0.47		0.5%

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

		Quality	Units	Mar	Apr	May	Jun	Jul	Aug	Per cent change month	Per cent change 12 month
<b>VEGETABLES</b>											
<b>Bulb Onions</b>	Yellow	-	£/kg	0.27	0.30	0.32	0.37	0.32	0.33	3.6%	14.3%
	Red	-	£/kg	0.39	0.41	0.43	0.47	0.45	0.47	5.4%	-8.5%
<b>Cabbage</b>	Red	-	£/kg	0.30	0.33	0.38	0.43	0.45	0.41	-8.0%	27.4%
	Savoy	-	£/head	0.38	0.41	0.41	0.51	0.44	0.41	-8.0%	8.2%
	Spring Greens - Loose	-	£/kg								
	Spring Greens - Prepacked	-	£/kg	0.81	0.75	0.72	0.66	0.64	0.69	7.6%	25.3%
	Summer & Autumn-Pointed	-	£/kg		0.46	0.50	0.51	0.49	0.46	-6.1%	4.7%
	Summer & Autumn Round	-	£/head	0.39	0.42	0.48	0.45	0.40	0.37	-7.0%	11.4%
	White	-	£/kg	0.28	0.29	0.36	0.48	0.56	0.48	-14.4%	83.8%
	Winter Other	-	£/head	0.35	0.36	0.35					
<b>Calabrese</b>	All Varieties	-	£/kg			0.70	0.77	0.54	0.59	9.6%	-11.9%
<b>Capsicums</b>	Green	Ave	£/kg		0.69	0.75	0.72	0.64	0.60	-6.4%	18.7%
	Red	Ave	£/kg		1.49	0.85	0.83	0.65	0.63	-2.6%	11.2%
<b>Carrots</b>	Topped-Washed	-	£/kg	0.27	0.32	0.43	0.47	0.46	0.44	-3.8%	55.5%
<b>Cauliflowers</b>	Kent	-	£/head	0.52	0.43	0.45	0.55	0.55	0.66	21.5%	31.3%
	All Other	-	£/head	0.46	0.42	0.43	0.56	0.51	0.59	15.8%	11.4%
<b>Celery</b>	All Washed	-	£/kg				0.71	0.68	0.62	-8.5%	19.7%
<b>Courgettes</b>	All Varieties	-	£/kg				0.48	0.38	0.38	-0.8%	-5.7%
<b>Cucumbers</b>	All Varieties	-	£/kg	0.76	0.70	0.65	0.61	0.78	1.06	36.2%	48.7%
<b>Beans</b>	Dwarf, French or Kidney	-	£/kg					2.21	1.84	-16.8%	55.6%
<b>Leeks</b>	Trimmed	-	£/kg	0.37	0.37	0.37	0.41	0.45	0.43	-4.7%	4.0%
<b>Lettuce</b>	Butterhead – Indoor	Ave	£/head	0.32	0.31	0.31	0.30	0.31	0.31	0.3%	-2.2%
	Cos	Ave	£/head			0.52	0.52	0.49	0.46	-5.2%	4.6%
	Crisp-Iceberg Type	Ave	£/head			0.36	0.35	0.29	0.32	10.3%	-13.7%
	Little Gem	Ave	£/twin	0.61	0.63	0.56	0.49	0.49	0.47	-3.3%	-8.9%
<b>Mushrooms</b>	Button – Indoor	-	£/kg								
	Cup – Indoor	-	£/kg				1.19				
	Flat – Indoor	-	£/kg								
<b>Parsnips</b>	All Varieties	-	£/kg	0.77	0.78	0.76	0.82	0.95	1.15	20.5%	34.4%
<b>Rhubarb</b>	Forced	-	£/kg	3.62	3.84	5.65					
	Outdoor	-	£/kg	2.68	1.86	1.30	1.21	1.11	1.24	12.2%	3.9%
<b>Runner Beans</b>	Runner-Climbing	-	£/kg				4.24	2.00	1.70	-15.3%	3.2%
<b>Salad Onions</b>	Salad	-	£/bunch		0.24	0.24	0.24	0.24	0.23	-4.3%	-9.5%
<b>Shelling Peas</b>	All Varieties	-	£/kg				0.85	0.65	0.67	4.1%	-1.5%

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

		Quality	Units	Mar	Apr	May	Jun	Jul	Aug	Per cent change month	12 month
<b>VEGETABLES</b>											
<b>Spinach</b>	Leaf - Loose/bunches	-	£/kg		0.95	0.81	0.75	0.65	0.64	-1.7%	-29.8%
<b>Swede</b>	All Varieties	-	£/kg	0.28	0.28	0.28	0.31	0.39	0.37	-6.3%	7.1%
<b>Sweetcorn</b>	All Varieties	-	£/cob					0.30	0.26	-14.5%	20.0%
<b>Tomatoes</b>	Round	Ave	£/kg	1.10	1.11	0.86	0.75	0.69	0.70	1.2%	5.7%
	Vine	Ave	£/kg	0.75	1.00	1.07	0.91	0.87	0.99	13.6%	12.2%
	Cherry	Ave	£/kg		2.91	2.37	2.01	2.03	1.86	-8.4%	6.4%
	Plum	Ave	£/kg			1.02	0.97	1.01	0.97	-3.6%	1.5%
<b>Turnip</b>	All Varieties	-	£/kg	0.70	0.96	0.84	0.79	1.03	1.01	-2.1%	6.6%
<b>Watercress</b>	All Varieties	-	£/bunch	0.54	0.55	0.56	0.56	0.55	0.54	-1.3%	-3.4%
<b>CUT FLOWERS</b>											
<b>Alstromeria</b>	Indoor	-	£/bunch <sup>(1)</sup>	1.29	1.14	1.19	1.21	1.09	1.14	4.4%	7.0%
<b>Chrysanthemums</b>	Indoor-bloom	-	£/bloom								
	Indoor-spray	-	£/spray		0.63				0.43		56.1%
<b>Gladioli</b>	All Varieties	-	£/bunch <sup>(1)</sup>				1.08	0.84	0.63	-25.7%	5.6%
<b>Irises</b>	Indoor	-	£/bunch <sup>(1)</sup>	0.95	0.80	0.56					
<b>Narcissus-inc.Daffodils</b>	Indoor	-	£/bunch <sup>(2)</sup>	0.54	0.42						
<b>Oriental Lilies</b>	Homegrown	-	£/stem		0.79	0.70	0.66	0.65	0.61	-4.7%	-26.2%
<b>Pinks</b>	All Varieties	-	£/bunch <sup>(3)</sup>			0.40	0.41	0.36	0.32	-9.8%	38.7%
<b>Tulips</b>	Indoor	-	£/bunch <sup>(4)</sup>	0.85	0.88	0.83					
<b>POT PLANTS</b>											
<b>Begonia-Elatior</b>	13cm	-	£ each	1.08	1.10	1.20	1.25	1.08	1.16	7.1%	-3.5%
<b>Cyclamen</b>	13cm	-	£ each	1.30					0.87		16.5%
<b>Poinsettia</b>	13cm	-	£ each								
<b>Chrysanthemum</b>	13cm	-	£ each	1.21	1.23	1.23	1.22	1.22	1.08	-11.6%	13.9%

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>