



## Fruit and vegetable wholesale prices – November 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 for fruit and vegetables was slow across the month. Poor weather and a drop in demand contributed to the sluggish trade.

Trading on the flower markets was also slow across the month. Prices fluctuated due to varying quality and supply levels of produce as some varieties were coming to the end of their season.

#### *Fruit*

The large top fruit harvest this year has pushed prices down across the board.

The price for Cox Orange apples fell by 14% to £0.58/kg and Egremont Russet apples fell by 13% to £0.57/kg as supplies increased and demand fell. This followed the normal seasonal pattern but the prices were 6.4% and 18% lower than a year ago.

The average monthly price for Conference pears fell by 5.9% to £0.53/kg and Doyenne Du Comice pears fell 10% to £0.59/kg between October and November. This was due to limited demand combined with good availability and competition from cheap imports.

The price for raspberries fell 18% to £7.07/kg. This was due to slow trade, low quality produce and competition from imports. A year ago the price was 14% lower as demand was low and quality was poor.

In contrast, the price for strawberries rose 50% to £3.64/kg between October and November. Short supplies and steady trade at the end of the season combined to raise the price.

#### *Vegetables*

Between October and November there was a considerable fall in price for both Kent and All Other cauliflowers due to a large increase in supplies of both. The prices were 29% and 33% lower respectively compared to a year ago when there was less availability.

Round, vine and cherry tomatoes all had large price drops in November compared to October. Higher supplies and low quality produce pushed prices down. Prices were slightly higher than a year ago when plentiful continental supplies forced prices down.

The cucumber price fell 16% to £0.62/kg as supplies increased and demand fell between October and November. The price at the same time last year was 3.9% lower as supplies were higher.

The crisp iceberg lettuce price fell 14% to £0.35/kg between October and November as the season drew to a close and demand fell. Demand was better than at the same time last year when the price was 17% lower.

### *Flowers*

The price for a Chrysanthemum spray recovered after the steep falls in the previous months. The price rose 23% to £0.18/spray. This has put the price at a more usual level compatible to the price in November a year ago.

A drop in trade for end of season stock pushed the price for Gladioli down in November by 9.6% to £0.50/5 stems when compared to October.

### **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	Jun	Jul	Aug	Sep	Oct	Nov	Per cent change month	12 month
<b>FRUIT</b>											
<b>Blackberries</b>	All Varieties	-	£/kg	4.05	5.76	4.87	4.85	6.50			
<b>Blackcurrants</b>	All Varieties	-	£/kg		5.41	5.23	4.41	4.61			
<b>Cherries</b>	Sweet Black	-	£/kg	2.47	2.95	3.39	2.10				
	Sweet White	-	£/kg		2.31						
<b>Cooking Apples</b>	Bramley's Seedling	Ave	£/kg	0.62	0.59	0.68	0.64	0.59	0.57	-4.0%	1.3%
<b>Damsons</b>	All Varieties	-	£/kg			1.49	1.29				
<b>Dessert Apples</b>	Cox's Orange-group	Ave	£/kg				0.90	0.68	0.58	-14.0%	-6.4%
	Discovery	Ave	£/kg			0.71	0.53				
	Egremont Russet	Ave	£/kg				0.90	0.66	0.57	-13.3%	-17.9%
	Spartan	Ave	£/kg					0.58	0.54	-7.1%	-9.6%
	Worcester Pearmain	Ave	£/kg				0.61	0.52	0.47	-9.6%	-5.6%
	Braeburn	Ave	£/kg					0.66	0.58	-11.7%	-11.0%
	Gala	Ave	£/kg				0.73	0.66	0.58	-11.4%	-11.5%
	Other Early Season	-	£/kg			0.75	0.63	0.54			
	Other Mid Season	-	£/kg					0.59	0.52	-11.7%	-0.2%
	Other Late Season	-	£/kg						0.72		13.5%
	Jonogold – group	Ave	£/kg					0.60	0.58	-2.6%	1.3%
<b>Gooseberries</b>	All Varieties	-	£/kg	3.06	2.71	3.39					
<b>Pears</b>	Conference	Ave	£/kg	0.59	0.50	0.80	0.67	0.56	0.53	-5.9%	6.9%
	Doyenne Du Comice	Ave	£/kg				0.75	0.66	0.59	-10.4%	-2.3%
	William's Bon Chretien	Ave	£/kg			0.66	0.54	0.51	0.50	-3.1%	-16.7%
	Other	Ave	£/kg				0.63	0.38	0.40	5.4%	-4.8%
<b>Plums and Gages</b>	Czar	-	£/kg			1.15					
	Majorie's Seedling	-	£/kg				1.05	0.91			
	Victoria	-	£/kg			1.54	1.17				
	Other Varieties	-	£/kg		1.04	1.03	1.07	1.87			
<b>Raspberries</b>	All Varieties	-	£/kg	6.86	6.61	7.60	7.83	8.57	7.07	-17.5%	13.7%
<b>Redcurrants</b>	All Varieties	-	£/kg		5.60	5.65	6.80				
<b>Strawberries</b>	All Varieties	Ave	£/kg	1.85	1.78	2.15	2.28	2.43	3.64	49.9%	54.0%
<b>VEGETABLES</b>											
<b>Asparagus</b>	All Varieties	-	£/kg	5.00	7.36						
<b>Beetroot</b>	Topped	-	£/kg	0.16	0.17	0.17	0.17	0.16	0.16	-3.1%	-1.8%
<b>Broad Beans</b>	Broad	-	£/kg	1.42	1.05	0.88	1.08	1.13	1.06	-6.5%	
<b>Brussels Sprouts</b>	All Varieties	-	£/kg			0.47	0.36	0.31	0.29	-8.3%	4.5%

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

		Quality	Units	Jun	Jul	Aug	Sep	Oct	Nov	Per cent change	
										month	12 month
<b>VEGETABLES</b>											
<b>Bulb Onions</b>	Yellow	-	£/kg	0.37	0.32	0.33	0.34	0.31	0.29	-6.9%	15.1%
	Red	-	£/kg	0.47	0.45	0.47	0.47	0.47	0.45	-4.3%	-2.4%
<b>Cabbage</b>	Red	-	£/kg	0.43	0.45	0.41	0.37	0.35	0.35	0.1%	15.3%
	Savoy	-	£/head	0.51	0.44	0.41	0.40	0.38	0.39	2.5%	9.4%
	Spring Greens - Loose	-	£/kg								
	Spring Greens - Prepacked	-	£/kg	0.66	0.64	0.69	0.69	0.60	0.60	-0.3%	4.2%
	Summer & Autumn-Pointed	-	£/kg	0.51	0.49	0.46	0.44	0.46	0.47	1.2%	2.9%
	Summer & Autumn Round	-	£/head	0.45	0.40	0.37	0.36	0.36	0.36	-0.7%	7.4%
	White	-	£/kg	0.48	0.56	0.48	0.40	0.34	0.32	-5.6%	21.8%
	Winter Other	-	£/head					0.39	0.38	-4.9%	4.6%
	<b>Calabrese</b>	All Varieties	-	£/kg	0.77	0.54	0.59	0.45	0.52	0.44	-14.8%
<b>Capsicums</b>	Green	Ave	£/kg	0.72	0.64	0.60	1.20		0.55		4.8%
	Red	Ave	£/kg	0.83	0.65	0.63	0.60		0.43		-10.4%
<b>Carrots</b>	Topped-Washed	-	£/kg	0.47	0.46	0.44	0.40	0.36	0.34	-6.0%	24.0%
<b>Cauliflowers</b>	Kent	-	£/head	0.55	0.55	0.66	0.57	0.69	0.39	-44.1%	-29.3%
	All Other	-	£/head	0.56	0.51	0.59	0.46	0.71	0.38	-46.5%	-32.7%
<b>Celery</b>	All Washed	-	£/kg	0.71	0.68	0.62	0.56	0.53	0.51	-4.6%	-10.4%
<b>Courgettes</b>	All Varieties	-	£/kg	0.48	0.38	0.38	0.42	0.40			
<b>Cucumbers</b>	All Varieties	-	£/kg	0.61	0.78	1.06	0.91	0.74	0.62	-16.4%	3.9%
<b>Beans</b>	Dwarf, French or Kidney	-	£/kg		2.21	1.84	1.54	1.47			
<b>Leeks</b>	Trimmed	-	£/kg	0.41	0.45	0.43	0.41	0.40	0.39	-4.5%	5.1%
<b>Lettuce</b>	Butterhead – Indoor	Ave	£/head	0.30	0.31	0.31	0.31	0.30	0.30	1.2%	-0.6%
	Cos	Ave	£/head	0.52	0.49	0.46	0.47	0.47	0.47	-0.2%	-12.3%
	Crisp-Iceberg Type	Ave	£/head	0.35	0.29	0.32	0.42	0.41	0.35	-13.6%	17.2%
	Little Gem	Ave	£/twin	0.49	0.49	0.47	0.49	0.47	0.48	2.4%	-3.6%
<b>Mushrooms</b>	Button – Indoor	-	£/kg								
	Cup – Indoor	-	£/kg	1.19							
	Flat – Indoor	-	£/kg								
<b>Parsnips</b>	All Varieties	-	£/kg	0.82	0.95	1.15	1.10	1.04	0.93	-10.1%	6.4%
<b>Rhubarb</b>	Forced	-	£/kg								
	Outdoor	-	£/kg	1.21	1.11	1.24	1.21	1.15			
<b>Runner Beans</b>	Runner-Climbing	-	£/kg	4.24	2.00	1.70	1.23	1.38	1.19	-14.1%	
<b>Salad Onions</b>	Salad	-	£/bunch	0.24	0.24	0.23	0.23	0.23	0.23	-1.4%	17.7%
<b>Shelling Peas</b>	All Varieties	-	£/kg	0.85	0.65	0.67	0.71	0.74			

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

		Quality	Units	Jun	Jul	Aug	Sep	Oct	Nov	Per cent change	
										month	12 month
<b>VEGETABLES</b>											
<b>Spinach</b>	Leaf - Loose/bunches	-	£/kg	0.75	0.65	0.64	0.68	0.65	0.63	-4.0%	1.6%
<b>Swede</b>	All Varieties	-	£/kg	0.31	0.39	0.37	0.35	0.32	0.30	-6.5%	-0.8%
<b>Sweetcorn</b>	All Varieties	-	£/cob		0.30	0.26	0.21	0.21	0.21	-0.4%	-5.3%
<b>Tomatoes</b>	Round	Ave	£/kg	0.75	0.69	0.70	1.02	1.07	0.84	-21.3%	0.9%
	Vine	Ave	£/kg	0.91	0.87	0.99	1.54	1.51	0.94	-37.3%	3.0%
	Cherry	Ave	£/kg	2.01	2.03	1.86	2.11	2.81	2.37	-15.5%	7.5%
	Plum	Ave	£/kg	0.97	1.01	0.97	1.03				
<b>Turnip</b>	All Varieties	-	£/kg	0.79	1.03	1.01	1.00	0.90	0.86	-4.2%	-5.5%
<b>Watercress</b>	All Varieties	-	£/bunch	0.56	0.55	0.54	0.53	0.51	0.50	-2.9%	-8.9%
<b>CUT FLOWERS</b>											
<b>Alstromeria</b>	Indoor	-	£/bunch <sup>(1)</sup>	1.21	1.09	1.14	1.24	1.19	1.15	-3.4%	8.6%
<b>Chrysanthemums</b>	Indoor-bloom	-	£/bloom				0.41	0.35	0.38	8.7%	8.4%
	Indoor-spray	-	£/spray			0.43	0.27	0.15	0.18	22.6%	5.6%
<b>Gladioli</b>	All Varieties	-	£/bunch <sup>(1)</sup>	1.08	0.84	0.63	0.58	0.56	0.50	-9.6%	
<b>Irises</b>	Indoor	-	£/bunch <sup>(1)</sup>								
<b>Narcissus-inc.Daffodils</b>	Indoor	-	£/bunch <sup>(2)</sup>					0.64	0.61	-4.7%	-0.2%
<b>Oriental Lilies</b>	Homegrown	-	£/stem	0.66	0.65	0.61	0.67	0.71	0.68	-4.4%	-34.1%
<b>Pinks</b>	All Varieties	-	£/bunch <sup>(3)</sup>	0.41	0.36	0.32	0.27	0.34			
<b>Tulips</b>	Indoor	-	£/bunch <sup>(4)</sup>								
<b>POT PLANTS</b>											
<b>Begonia-Elatior</b>	13cm	-	£ each	1.25	1.08	1.16	1.09	1.08	1.13	5.0%	-9.6%
<b>Cyclamen</b>	13cm	-	£ each			0.87	1.06	1.23	1.26	2.7%	-9.4%
<b>Poinsettia</b>	13cm	-	£ each						2.01		-31.2%
<b>Chrysanthemum</b>	13cm	-	£ each	1.22	1.22	1.08	1.01	1.06	1.08	2.2%	-13.7%

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>