



## Fruit and vegetable wholesale prices – October 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, fluctuating demand and the half-term holiday contributed to sluggish trade.

Trading on the flower markets was steady 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*

Between September and October, the price of home grown blackberries rose by 34% to £6.50/kg due to a reduction in supplies.

The price for Cox Orange apples fell by 25% to £0.68/kg and Egremont Russet apples fell by 27% to £0.66/kg as supplies increased and demand fell. This followed the normal seasonal pattern but the prices were 6.6% and 5.4% higher than a year ago.

Limited demand combined with good availability led to a fall in the average monthly price across the range of pears. The price for pears grouped in the Other category (varieties other than the three main types of Conference, Doyenne Du Comice and William's Bon Chretien) fell 39% to £0.38 p/kg between September and October. In October last year the price was 9% higher due to less supplies being available compared to this year.

The price for plums and gages falling into the Other category rose 75% to £1.87/kg. This was due to extremely short supplies and it is unusual for a price to be reported in October as typically the season comes to an end in September.

#### *Vegetables*

Between September and October there was a considerable rise in price for both Kent and All Other cauliflowers due to low supplies of both. The prices were 66% and 79% higher respectively compared to a year ago when there was much greater availability.

Calabrese prices picked up as supplies dwindled but demand remained good. The price rose by 16% to £0.52/kg in October compared to September.

Cherry tomatoes had a large price increase. A fall in domestic and continental supplies saw the price rise 33% to £2.81/kg.

The cucumber price fell 19% to £0.74/kg as supplies increased and demand fell between September and October. The price at the same time last year was 11% higher as supplies were shorter and demand was firm.

### *Flowers*

The price for a Chrysanthemum spray fell steeply for the second month in a row. The price fell 46% to £0.15/spray. The August price was unusually high and this further fall has reduced the price to a more normal level compatible to the price in October a year ago.

Low availability of Pinks has pushed the price up 23% to £0.34/kg compared to September.

### **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	May	Jun	Jul	Aug	Sep	Oct	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	34.0%	
<b>Blackcurrants</b>	All Varieties	-	£/kg			5.41	5.23	4.41	4.61	4.6%	
<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	0.61	0.62	0.59	0.68	0.64	0.59	-6.9%	8.2%
<b>Damsons</b>	All Varieties	-	£/kg				1.49	1.29			
<b>Dessert Apples</b>	Cox's Orange-group	Ave	£/kg					0.90	0.68	-24.5%	6.6%
	Discovery	Ave	£/kg				0.71	0.53			
	Egremont Russet	Ave	£/kg					0.90	0.66	-27.4%	5.4%
	Spartan	Ave	£/kg						0.58		-6.8%
	Worcester Pearmain	Ave	£/kg					0.61	0.52	-15.6%	3.2%
	Braeburn	Ave	£/kg	0.62					0.66		4.6%
	Gala	Ave	£/kg	0.66				0.73	0.66	-10.0%	3.9%
	Other Early Season	-	£/kg				0.75	0.63	0.54	-14.2%	15.4%
	Other Mid Season	-	£/kg						0.59		5.5%
	Other Late Season	-	£/kg	0.64							
	Jonogold – group	Ave	£/kg	0.68					0.60		6.5%
<b>Gooseberries</b>	All Varieties	-	£/kg		3.06	2.71	3.39				
<b>Pears</b>	Conference	Ave	£/kg	0.52	0.59	0.50	0.80	0.67	0.56	-16.7%	19.0%
	Doyenne Du Comice	Ave	£/kg	0.61				0.75	0.66	-12.6%	1.2%
	William's Bon Chretien	Ave	£/kg				0.66	0.54	0.51	-5.9%	-14.0%
	Other	Ave	£/kg					0.63	0.38	-39.0%	-8.8%
<b>Plums and Gages</b>	Czar	-	£/kg				1.15				
	Majorie's Seedling	-	£/kg					1.05	0.91	-13.5%	-5.4%
	Victoria	-	£/kg				1.54	1.17			
	Other Varieties	-	£/kg			1.04	1.03	1.07	1.87	75.2%	
<b>Raspberries</b>	All Varieties	-	£/kg	7.74	6.86	6.61	7.60	7.83	8.57	9.5%	15.3%
<b>Redcurrants</b>	All Varieties	-	£/kg			5.60	5.65	6.80			
<b>Strawberries</b>	All Varieties	Ave	£/kg	2.43	1.85	1.78	2.15	2.28	2.43	6.6%	10.0%
<b>VEGETABLES</b>											
<b>Asparagus</b>	All Varieties	-	£/kg	5.79	5.00	7.36					
<b>Beetroot</b>	Topped	-	£/kg	0.16	0.16	0.17	0.17	0.17	0.16	-3.9%	-1.3%
<b>Broad Beans</b>	Broad	-	£/kg	2.26	1.42	1.05	0.88	1.08	1.13	4.7%	2.0%
<b>Brussels Sprouts</b>	All Varieties	-	£/kg				0.47	0.36	0.31	-12.8%	-4.4%

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

		Quality	Units	May	Jun	Jul	Aug	Sep	Oct	Per cent change	
										month	12 month
<b>VEGETABLES</b>											
<b>Bulb Onions</b>	Yellow	-	£/kg	0.32	0.37	0.32	0.33	0.34	0.31	-9.2%	19.4%
	Red	-	£/kg	0.43	0.47	0.45	0.47	0.47	0.47	-0.5%	-7.0%
<b>Cabbage</b>	Red	-	£/kg	0.38	0.43	0.45	0.41	0.37	0.35	-5.9%	9.1%
	Savoy	-	£/head	0.41	0.51	0.44	0.41	0.40	0.38	-5.2%	3.3%
	Spring Greens - Loose	-	£/kg								
	Spring Greens - Prepacked	-	£/kg	0.72	0.66	0.64	0.69	0.69	0.60	-13.4%	3.8%
	Summer & Autumn-Pointed	-	£/kg	0.50	0.51	0.49	0.46	0.44	0.46	4.7%	3.4%
	Summer & Autumn Round	-	£/head	0.48	0.45	0.40	0.37	0.36	0.36	1.2%	5.8%
	White	-	£/kg	0.36	0.48	0.56	0.48	0.40	0.34	-15.3%	21.0%
	Winter Other	-	£/head	0.35					0.39		
<b>Calabrese</b>	All Varieties	-	£/kg	0.70	0.77	0.54	0.59	0.45	0.52	16.1%	15.1%
<b>Capsicums</b>	Green	Ave	£/kg	0.75	0.72	0.64	0.60	1.20			
	Red	Ave	£/kg	0.85	0.83	0.65	0.63	0.60			
<b>Carrots</b>	Topped-Washed	-	£/kg	0.43	0.47	0.46	0.44	0.40	0.36	-8.1%	29.5%
<b>Cauliflowers</b>	Kent	-	£/head	0.45	0.55	0.55	0.66	0.57	0.69	21.4%	66.1%
	All Other	-	£/head	0.43	0.56	0.51	0.59	0.46	0.71	54.5%	79.1%
<b>Celery</b>	All Washed	-	£/kg		0.71	0.68	0.62	0.56	0.53	-5.0%	-2.1%
<b>Courgettes</b>	All Varieties	-	£/kg		0.48	0.38	0.38	0.42	0.40	-4.5%	-24.9%
<b>Cucumbers</b>	All Varieties	-	£/kg	0.65	0.61	0.78	1.06	0.91	0.74	-19.4%	-10.9%
<b>Beans</b>	Dwarf, French or Kidney	-	£/kg			2.21	1.84	1.54	1.47	-4.4%	0.1%
<b>Leeks</b>	Trimmed	-	£/kg	0.37	0.41	0.45	0.43	0.41	0.40	-0.7%	13.8%
<b>Lettuce</b>	Butterhead – Indoor	Ave	£/head	0.31	0.30	0.31	0.31	0.31	0.30	-3.6%	-3.0%
	Cos	Ave	£/head	0.52	0.52	0.49	0.46	0.47	0.47	2.0%	-5.9%
	Crisp-Iceberg Type	Ave	£/head	0.36	0.35	0.29	0.32	0.42	0.41	-2.6%	24.1%
	Little Gem	Ave	£/twin	0.56	0.49	0.49	0.47	0.49	0.47	-3.7%	-7.8%
<b>Mushrooms</b>	Button – Indoor	-	£/kg								
	Cup – Indoor	-	£/kg		1.19						
	Flat – Indoor	-	£/kg								
<b>Parsnips</b>	All Varieties	-	£/kg	0.76	0.82	0.95	1.15	1.10	1.04	-6.0%	14.7%
<b>Rhubarb</b>	Forced	-	£/kg	5.65							
	Outdoor	-	£/kg	1.30	1.21	1.11	1.24	1.21	1.15	-4.5%	
<b>Runner Beans</b>	Runner-Climbing	-	£/kg		4.24	2.00	1.70	1.23	1.38	12.3%	14.1%
<b>Salad Onions</b>	Salad	-	£/bunch	0.24	0.24	0.24	0.23	0.23	0.23	1.2%	0.9%
<b>Shelling Peas</b>	All Varieties	-	£/kg		0.85	0.65	0.67	0.71	0.74	4.6%	-21.5%

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

		Quality	Units	May	Jun	Jul	Aug	Sep	Oct	Per cent change month	Per cent change 12 month
<b>VEGETABLES</b>											
<b>Spinach</b>	Leaf - Loose/bunches	-	£/kg	0.81	0.75	0.65	0.64	0.68	0.65	-3.5%	-0.5%
<b>Swede</b>	All Varieties	-	£/kg	0.28	0.31	0.39	0.37	0.35	0.32	-6.7%	1.2%
<b>Sweetcorn</b>	All Varieties	-	£/cob			0.30	0.26	0.21	0.21	2.4%	-7.2%
<b>Tomatoes</b>	Round	Ave	£/kg	0.86	0.75	0.69	0.70	1.02	1.07	5.0%	11.0%
	Vine	Ave	£/kg	1.07	0.91	0.87	0.99	1.54	1.51	-2.3%	45.0%
	Cherry	Ave	£/kg	2.37	2.01	2.03	1.86	2.11	2.81	33.2%	15.6%
	Plum	Ave	£/kg	1.02	0.97	1.01	0.97	1.03			
<b>Turnip</b>	All Varieties	-	£/kg	0.84	0.79	1.03	1.01	1.00	0.90	-10.3%	-5.0%
<b>Watercress</b>	All Varieties	-	£/bunch	0.56	0.56	0.55	0.54	0.53	0.51	-4.0%	-5.2%
<b>CUT FLOWERS</b>											
<b>Alstromeria</b>	Indoor	-	£/bunch <sup>(1)</sup>	1.19	1.21	1.09	1.14	1.24	1.19	-3.9%	1.2%
<b>Chrysanthemums</b>	Indoor-bloom	-	£/bloom					0.41	0.35	-14.3%	-20.4%
	Indoor-spray	-	£/spray				0.43	0.27	0.15	-45.9%	-20.4%
<b>Gladioli</b>	All Varieties	-	£/bunch <sup>(1)</sup>		1.08	0.84	0.63	0.58	0.56	-3.5%	-20.0%
<b>Irises</b>	Indoor	-	£/bunch <sup>(1)</sup>	0.56							
<b>Narcissus-inc.Daffodils</b>	Indoor	-	£/bunch <sup>(2)</sup>						0.64		15.5%
<b>Oriental Lilies</b>	Homegrown	-	£/stem	0.70	0.66	0.65	0.61	0.67	0.71	5.9%	-18.0%
<b>Pinks</b>	All Varieties	-	£/bunch <sup>(3)</sup>	0.40	0.41	0.36	0.32	0.27	0.34	23.4%	37.8%
<b>Tulips</b>	Indoor	-	£/bunch <sup>(4)</sup>	0.83							
<b>POT PLANTS</b>											
<b>Begonia-Elatior</b>	13cm	-	£ each	1.20	1.25	1.08	1.16	1.09	1.08	-0.8%	-13.9%
<b>Cyclamen</b>	13cm	-	£ each				0.87	1.06	1.23	16.2%	-11.0%
<b>Poinsettia</b>	13cm	-	£ each								
<b>Chrysanthemum</b>	13cm	-	£ each	1.23	1.22	1.22	1.08	1.01	1.06	4.2%	-15.6%

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>