



Fruit and Vegetable Market News

Market News Branch
Fruit and Vegetable Programs
USDA, Agricultural Marketing Service
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Program Information

Fruit and Vegetable Market News reports provide an exchange of information among growers, shippers, wholesalers, and others on current supplies, demand, and prices of more than 400 commodities. Because of the perishable and seasonal nature of fresh fruits and vegetables, prices and supplies fluctuate from day to day, and even from hour to hour. Thus, fast and timely reporting of supply, price, and market conditions is necessary to ensure an efficient marketing system.

Information is gathered through confidential telephone and face-to-face interviews carried out by skilled market reporters who are trained to provide reports that are impartial, current, and reliable. Reports are disseminated free of charge by the Internet, E-mail, newspapers, radio, and television, and are available on a subscription basis via U.S. mail and facsimile machines. Nearly 400 different reports, issued daily, weekly, monthly, or annually, assist industry members in making marketing decisions.

The Fruit and Vegetable Market News Customer Service Center in Fresno, CA, provides information to customers with the convenience of one-stop shopping, as well as to furnish reports that are provided in a consistent, timely manner through various means. In addition to publishing all wholesale market reports, the Customer Service Center publishes commodity-specific reports, national commodity group reports, and f.o.b. shipping point reports.

Terminal market reports on fruits and vegetables are issued daily from 15 major U.S. cities. These reports include price data on commodities traded at the local wholesale market level.

Shipping point reports cover major produce-growing areas and provide both rail and truck shipment information. The reports include f.o.b. shipping point prices that represent the most uniform level of trading and what the shipper or grower/shipper receives for the produce. Among the printed shipping point reports are:

- National F.O.B. Review
- National Potato and Onion Report
- Western Fruit Report
- Chile Fruit and Vegetable Report

Seasonal shipping point summaries are issued at the end of each marketing season. Some summaries deal with a single commodity for a specified production area. The reports summarize information on production, shipments, distribution, shipping point and terminal prices, and other factors influencing marketing.



National Shipping Point Trends is a weekly report that details background information at various shipping points on such things as shipments, prices, trading during the past week, crop conditions, harvesting progress, and the outlook for the coming 2 weeks.

International Market News Report, issued biweekly, reports on U.S. imports of Mexican, Chilean, South African, and Caribbean Basin produce, as well as key wholesale markets in Bulgaria, Canada, Colombia, England, France, Germany, Japan, Mexico, The Netherlands, Panama, and Poland.

Market News also publishes the following special reports:

- National Truck Rate and Cost Report
- Pecan Report
- Peanut Report
- National Honey Report
- National Ornamental Shipping Point Report

Archived market reports are available in both text format and Adobe Acrobat Portable Document Format (PDF) at the following Internet address:

www.ams.usda.gov/fv/mktnews.htm

For subscription forms and special requests, including historical market information, contact the Customer Service Center at (800) 487-8796.

Contacts

For more detailed information, contact: Market News Branch, Fruit and Vegetable Programs, Agricultural Marketing Service, U.S. Department of Agriculture, 1400 Independence Avenue, SW, Room 2503-S, Stop Code 0238, Washington, D.C. 20250-0238.

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