

# Wholesale Market Stakeholder Meeting Specialty Crops Market News

Washington, D.C.

January 25, 2018

## Our Mission

- To provide unbiased, timely and reliable information
- To ensure everyone receives the same information at the same time
- To provide market transparency



# The “Eyes and Ears” of U.S. Agriculture



Our motto:

Get It

Get It Right

Get It Out



## Market Levels Reported

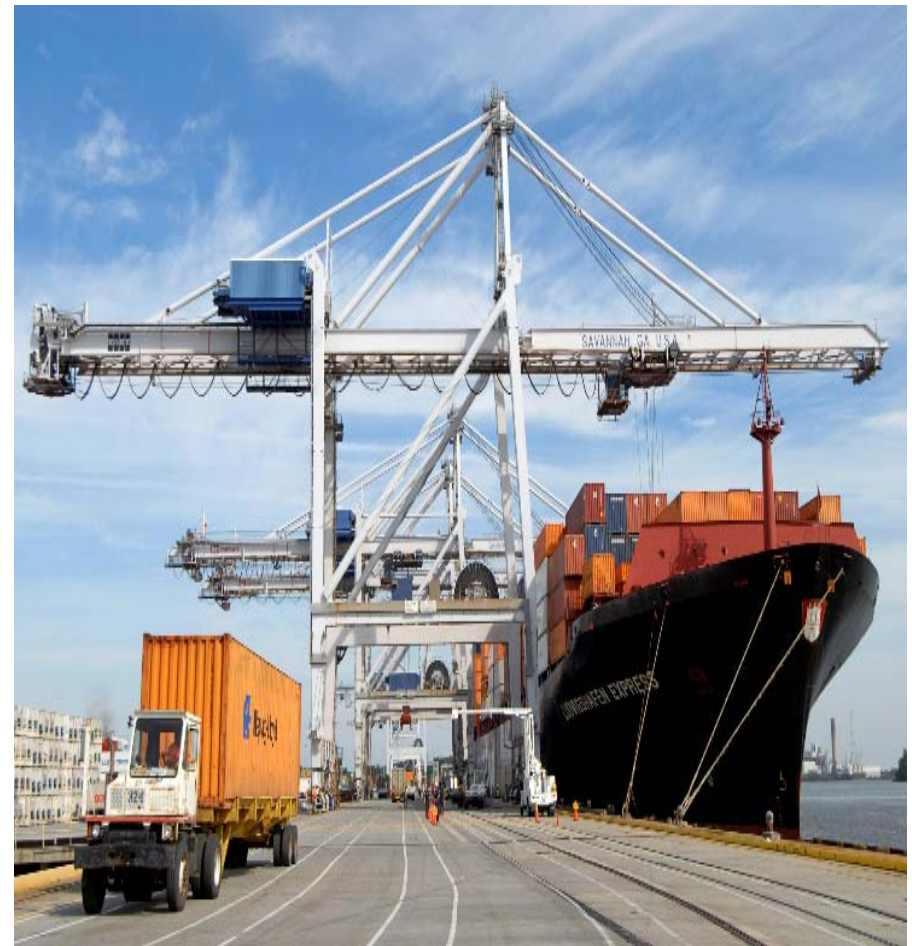
- Shipping Point
- Wholesale
- Retail advertised prices
- Farmers Markets and Auctions

## Shipping Point (FOB)

- Major growing areas
- Points of entry
- Data collected:
  - Price
  - Movement

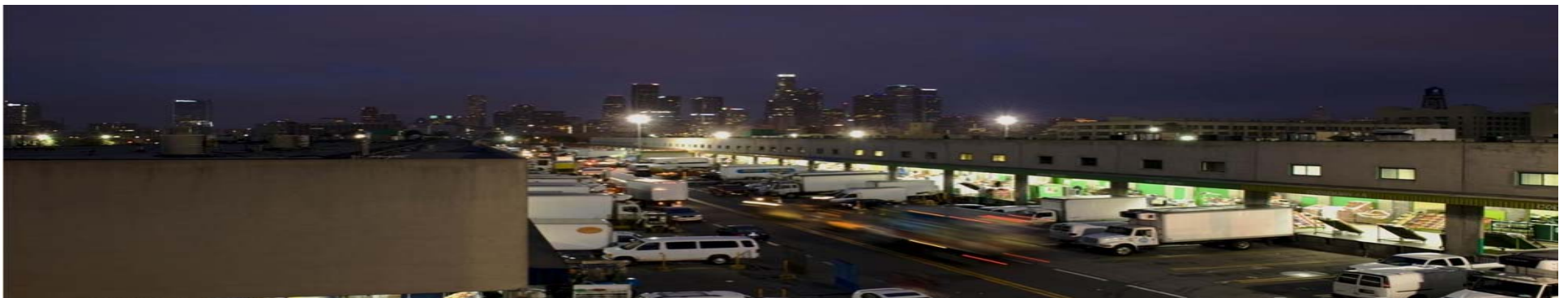
# Movement Reports

- Domestic shipments
- Imports/crossings
- Truck rates



## Wholesale Terminal Markets

- 12 major U.S. cities
  - Reporters interview buyers and sellers
  - Sales prices “at a moment in time”



# Wholesale Terminal Markets Reported

Boston

Dallas

New York

St. Louis

Philadelphia

Detroit

Baltimore

Chicago

Atlanta

San Francisco

Miami

Los Angeles





# Retail Report

- Weekly advertised prices
- Online ads
- 400+ retail chains
- 30,300+ individual stores

# Farmers Markets and Auctions

- 8 Auctions from six states
  - Delaware, Indiana, Kentucky (3), Ohio, Pennsylvania, Virginia
- Multiple farmers markets in various states
  - Kentucky, North Carolina (2), South Carolina, Texas

## Organic Data Also Included In:

- Wholesale Market Reports
- Shipping Point Reports
- *Daily Movement Report*
- *National Retail Report*

# Specialty Crops Market News Program Profile

- 1,453 markets covered
- 4,000 buyers and sellers interviewed
- 411 commodities reported (includes 144 organic)
- 54 million E-views annually (includes emails, page views)
- 38 full time market reporters, 5 intermittent reporters

# Specialty Crops Market News Portal

**USDA** United States Department of Agriculture  
Agricultural Marketing Service

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Market News

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## Specialty Crops

### Custom Reports

BY COMMODITY	BY REPORT TYPE	CUSTOM REPORT
<ul style="list-style-type: none"><li>Fruit</li><li>Onions &amp; Potatoes</li><li>Vegetables</li><li>Herbs</li><li>Nuts</li><li>Ornamentals</li><li>Honey</li></ul>	<ul style="list-style-type: none"><li>Terminal Market</li><li>International Market</li><li>Shipping Point</li><li>Movement</li><li>Retail</li><li>Daily Movement</li><li>Truck Rate</li></ul>	<ul style="list-style-type: none"><li>Terminal Market (Including Organic)</li><li>Shipping Point (Including Organic)</li><li>Movement (Including Organic)</li><li>Retail (Including Organic)</li><li>Organic Report</li><li>Custom Average Pricing</li></ul>

### Popular Reports

- Shipping Point High/Low Highlights
- Daily Movement Report
- National Shipping Point Trends
- National Retail Report - Specialty Crops
- National Specialty Crops Organic Summary
- National F.O.B Review
- Mexico Crossings Report
- National Honey Report
- Tomato FAX Report
- Specialty Crop Truck Rate Report
- Western Fruit Report Table Grape Supplement
- Western Fruit Grape Cold Storage Summary

### Standard Reports

- Terminal Markets
- International Markets
- Shipping Point
- Movement
- Miscellaneous Specialty
- Local Farmers Markets and Auctions
- AMS Local and Regional

### ANNOUNCEMENTS

For a brief video titled "USDA Market News, 100 Years: the Trusted Source - Then, Now & Always" please click [here](#).

Effective with the release of the December 29, 2017 report, market reports from the St. Louis, MO wholesale market report will be suspended until further notice.

Effective with the release of the January 12, 2018 report, market reports from the San Francisco wholesale market will be suspended until further notice.

### Tools

- Email Standard Reports
- Market News Digital Dataset Downloads

### Resources

- Animal and Plant Health Inspection Service (APHIS)
- FV Industry Advisory Committee
- Grades and Standards
- Grading and Inspections
- Marketing Orders
- National Agricultural Library

<https://www.marketnews.usda.gov/mnpp/fv-home>

# Questions?

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