

HOW TO READ A MARKET REPORT

The following terms and definitions are frequently used in Fruit and Vegetable Market News reports:

QUALITY includes size, color, shape, texture, cleanness, freedom from defects, and other more permanent physical properties of a product which can affect its market value.

The following terms, when used in connection with “quality,” are interpreted as meaning:

FINE: Better than good. Superior in appearance, color, and other quality factors.

GOOD: In general, stock which has a high degree of merchantability with a small percentage of defects. This term includes U.S. No. 1 stock, generally 85 percent U.S. No. 1 or better quality on some commodities, such as tomatoes.

FAIR: Having a higher percentage of defects than “good.” From a quality standpoint, having roughly 75 percent U.S. No. 1 quality with some leeway in either direction.

ORDINARY: Having a heavy percentage of defects as compared to “good.” Roughly 50 to 65 percent U.S. No. 1 quality.

POOR: Having a heavy percentage of defects, with a low degree of salability, except to “low priced” trade. More than 50 percent grade defects.

CONDITION includes stage of maturity, decay, freezing injury, shriveling, or any other deterioration which may have occurred, or progressed since the product was harvested and which may continue to progress.

The following terms, when used in connection with “condition,” are interpreted as meaning:

GOOD: Such condition does not justify price reduction because of condition factors.

FAIR: Having a slight degree of off-condition factors which may warrant a small price reduction as compared to “good.”

ORDINARY: Having a heavier degree of off-condition factors which may warrant a substantial price reduction as compared to “good.”

POOR: So badly off-condition as may warrant heavy price reduction.

HOLDOVERS: Refers to merchandise that has been on the terminal market or at shipping point longer than normal, but remains near its original condition. Prices are discounted in order to clear supplies because shelf-life is reduced.

DEMAND represents the immediate or current desire for a product coupled with the ability and willingness of the buyer to buy it.

The following terms, when used in connection with “demand,” are interpreted as meaning:

EXCEEDS SUPPLY/OFFERINGS: When demand is substantially greater than available supplies/offerings.

VERY GOOD: Demand is well above average for seasonally normal supplies/offerings.

GOOD: Demand is better than average and trading is more active than normal.

FAIRLY GOOD: Demand is slightly above average buyer interest and trading.

MODERATE: Average buyer interest and trading.

FAIRLY LIGHT: Buyer interest and trading are slightly below average.

LIGHT: Demand is below average.

VERY LIGHT: Few buyers are interested in trading.

PRACTICALLY NO DEMAND: Indicates a stagnant condition on the market, with very little interest and very few or no sales.

The following terms, when used in Market News, Perishable Agricultural Commodities Act (PACA), or Federal-State inspection documents, are interpreted as meaning:

Occasional	1 to 5%
Few	6 to 10%
Some	11 to 25%
Many	26 to 50%
Mostly	51 to 90%
Generally	91 to 100%

MARKET TERMS

PRICE TREND indicates comparisons with conditions and prices which prevailed on the previous day, and in certain situations, conditions expected on the day following, or both.

STRONG: Prices are measurably higher than the previous trading session, and it is the reporter's opinion that the trend toward higher prices has not yet reached its highest level.

MUCH HIGHER: Prices are substantially higher than the previous trading day.

HIGHER: The majority of sales have prices which are measurably higher than the previous trading session.

SLIGHTLY HIGHER: A condition in which advances are less definite and less general than when "higher" is used.

UNSETTLED: Used rarely to indicate a condition of market uncertainty with lack of agreement by the trade as to whether prices tend to be lower or higher. May also represent an attitude pending the development or outcome of extraneous factors which might affect the market.

STEADY: Prices are unchanged from the previous trading session.

ABOUT STEADY: Probably the most used term since a market situation seldom remains exactly the same two or more consecutive days without some change, even though not significant.

DULL: Prices are relatively unchanged from the previous session, trading is inactive, and prices represent few sales.

SLIGHTLY LOWER: A condition in which price declines are less definite and less general than when "lower" is used.

LOWER: Prices for most sales are measurably lower than the previous trading session.

MUCH LOWER: Prices are substantially lower than the previous trading session.

WEAK: Indicates a downward trend. Prices are measurably lower than the previous trading session and may be lower the following day.

DEMORALIZED: A condition in which the terminal market or shipping point is oversupplied with perishable commodities that cannot be sold except at extremely low prices.

CONTAINER APPROXIMATE NET WEIGHTS

This list shows commodities and their most common containers. The approximate net weight signifies the conversion factor used to convert weight packages to pounds.

<u>COMMODITY</u>	<u>PACKAGE</u>	<u>APPROX WEIGHT(LBS)</u>
APPLES	Carton, tray or cell pack	40
APRICOTS	Carton loose	24
	2-layer carton tray pack	18
ARTICHOKES	Carton	23
ASPARAGUS	Carton or crate bunched	11
	Pyramid carton/crate bunched	28
AVOCADOS	2-layer carton (CA)	26
	2-layer carton (CL)	23
BANANAS	Carton	40
BEANS, GREEN	Bushel basket carton or crate	30
BEETS	Carton or crate, 12s	20
BLUEBERRIES	Flats 12-1 pint cups	11
	Flats 12 6-ounce cups	5
	Flats 12 4.4-ounce/125 gram cups with lids	4
BOK CHOY	Carton or crate	30 & 50
	WGA type crate	70
BROCCOLI	Carton, 14-18s	23
BRUSSELS SPROUTS	Carton	25
CABBAGE	Carton, crate or sack	50
CANTALOUPS	1/2 carton	40
CARROTS(Topped)	48 1-lb film bags	48
	Sacks, as marked	25 & 50
CAULIFLOWER	Carton, film wrapped	25
CELERY	Carton	60
	Hearts- carton film bags	28
CHAYOTE	Carton	40
CHERRIES	Carton or lug (CA, WA)	18
	Carton (CL)	11
CHINESE CABBAGE	Celery crate	50
	WGA type crate or carton	70
CILANTRO	Carton bunched 30s	11
CLEMENTINE	2.3 kg crate	5
CORN, SWEET	Carton or wirebound crate	42
CUCUMBERS	1-1/9 bushel carton or crate	55
	Greenhouse film wrapped 12s	12

<u>COMMODITY</u>	<u>PACKAGE</u>	<u>APPROX WEIGHT(LBS)</u>
ESCAROLE & ENDIVE	1-1/9 bushel carton or crate,	25
	Carton 24s	25
FRUIT, OTHER		
Apple Pear	Carton 1-layer	11
	Carton or lug 2-layer	22
GARLIC	Carton	30
GINGER ROOT	Carton	30
GRAPEFRUIT	4/5 bushel carton (FL)	40
	7/10 bushel carton (TX)	40
	7/10 bushel carton (AZ, CA)	34
GRAPES, TABLE	Carton or lug (CA)	18 & 19
	Carton or lug (CL)	18
GREENS	Bushel basket, carton or crate	25
HONEYDEW & MISC MELON	2/3 carton	30
KIWIFRUIT	1-layer flat	7
LEMONS	7/10 bushel carton (AZ, CA)	38
LETTUCE,		
ICEBERG	Carton, 24s	50
ROMAINE	1-1/9 bushel carton or crate	22
	Carton 24s (west)	40
OTHER:		
LEAF	Carton 24s	20
LIMES	Carton (MX)	40
MALANGA	Carton	40
MANGOES	1-layer flat	10
NECTARINES	Carton loose	25
	2 layer carton or lug (CA)	22
	2-layer carton or lug (CL)	18
OKRA	1/2 or 5/9 bushel basket or crate	15
ONIONS, DRY	Sacks as marked	25 & 50
ONIONS, GREEN	Carton 48s bunched	13
ORANGES	4/5 bushel carton (FL)	43
	7/10 bushel carton (TX)	42
	7/10 bushel carton (CA)	38
PAPAYA	Carton as marked	10, 25, 37
PARSLEY	Bushel, 60s bunched	21
PEACHES	1/2 bushel carton or crate	25
	carton loose	25
	2-layer or lug carton (CA)	22
	2-layer carton or lug (CL)	18
PEARS	4/5 bushel box or carton	45
	Carton	40

<u>COMMODITY</u>	<u>PACKAGE</u>	<u>APPROX WEIGHT(LBS)</u>
PEPPERS	1-1/9 bushel carton or crate	28
	Carton (CA, TX, MX)	25
PEPPERS, OTHER	1/2 & 5/9 bushel carton or crate	15
	Carton	10
PERSIMMONS	1-layer carton or lug	11
	2-layer carton or lug	22
PINEAPPLE	2-layer carton	40
	1-layer carton	20
PLANTAINS	Carton	50
PLUMS	Carton loose	28
	2-layer carton, lug or traypack	22
POMEGRANATES	2-layer carton or lug	22
POTATOES	Carton or Sack	50
	Sack or Cwt	100
PRUNES	Carton	30
RADISHES(topped)	Carton 30-6 ounce bags	12
	Carton or crate, 48 bunched	35
RASPBERRIES	Flats 12 6-ounce cups	5
	Flats 12 1/2-pt baskets with lids	6
RHUBARB	Carton	15 & 20
SPINACH	Carton or crate loose	25
	Carton 12 10-ounce bags	8
SQUASH (Soft Shell)	1/2 & 5/9 bushel carton or crate	21
	Carton or lug	26
SQUASH (Hard Shell)	Carton or crate	40
STRAWBERRIES	12 1-pint flats	12
	8 1-lb containers with lids	8
SWEET POTATOES	Carton or crate	40
TAMARINDO	Crate or carton	40
TANGELOS	7/10 or 4/5 bushel carton (CA, AZ)	43
	1/2 bushel carton (CA, AZ)	25
TANGERINES	4/5 bushel carton or crate	43
	1/2 bushel carton (CA)	25
TARO	Carton or Sack	40
TEMPLES	4/5 bushel carton or crate	43
TOMATOES	Carton loose	25
	2-layer flat	20
	1-layer flat	15
TOMATOES, CHERRY	Flat 12-1 pint baskets	15
TOMATOES, GRAPE	Flat 12-1 pint containers with lids	9
TOMATOES, PLUM	Carton	25
TURNIPS	Film Bags	25
WATERMELONS	Cwt	100
SEEDLESS& SEEDED	Carton	75
YUCA(CASSAVA)	Carton	40