



By: Terry Long, Chief, Fruit and Vegetable Market News Branch, U.S. Department of Agriculture

USDA Market News – the Eyes and Ears of the Produce Industry

Since 1915, the market reporters of the United States Department of Agriculture (USDA) have tracked and reported the markets for agricultural products on a daily basis, both in the U.S. and internationally. With hundreds of daily reports, Market News provides timely, reliable and unbiased information that helps facilitate the efficient marketing of agricultural commodities and helps to “level the playing field” by ensuring that all market participants have access to the same information at the same time. USDA reports conventional and organic markets for fruits and vegetables, nuts and other specialty crops and products. Reports cover sales at various levels in the marketplace, movement or shipments of product, and other key market factors such as demand and other impacts on the market at that moment in time.

Providing Information in the United States and Internationally

Market News covers 15 wholesale terminal markets within the U.S. and many of the important markets in North America and around the world. These include the most important markets of Mexico and Canada, Asia and Europe. Market News also reports the shipping point markets or point of entry markets for imports, including volumes. One of the most closely watched reports issued by Market News is the daily report on crossings from Mexico, which details the products coming into the U.S. from Mexico each day by 10 a.m. the next morning.

How is Market News Information Used?

Market reports issued by USDA are frequently relied upon for value determination in a wide range of applications. These include price setting at the farm or nearby locations, dispute resolution, insurance settlements, loan appraisal, and as the basis in many contracts. USDA market reports are also widely used in court, where they are commonly viewed as “prima facie” or first evidence.

How is Market News Information Provided?

Market News uses not only the web-based Market News portal www.marketnews.usda.gov/portal/fv to get reports and information out, but also telephone recorders, RSS feeds, “mobile reports” for cell phones, and self-subscription e-mail delivery. In order to get information out as quickly as possible, USDA also partners with the media, universities, industry associations and others to disseminate market reports and information.

What’s New at Market News?

New varieties and packages arrive on the U.S. produce markets almost every day, as new products are produced domestically or imported products and new origins for conventional products appear. Market News will track not only the volumes of these products on the markets in the U.S., but also the market prices.

USDA Market News continues to work with its counterparts throughout the hemisphere to increase access to market information in other countries that are of interest to the U.S. industry. Through an organization called the Market Information Organization of the Americas, Market News is working to not only gain access to information on markets of opportunity within these countries but also to improve the capacity of their market information systems and the quality of information products in each of the 19-member countries. There is currently a website www.mioa.org linking all of the countries’ market information systems, and further joint efforts and information products will be developed over time.

For more information and reports from USDA’s Fruit and Vegetable Market News go to www.marketnews.usda.gov/portal/fv. The article’s author Terry Long can be reached via email at terry.long@ams.usda.gov.

USDA AMS Fruit and Vegetable Programs helps U.S. and international produce buyers and sellers market their perishable products in the most efficient manner possible through distribution channels. To learn more about inspections and other services offered visit www.ams.usda.gov/fv or contact Christopher Purdy at (202) 720-3209 or christopher.purdy@ams.usda.gov.