

2011
VIRGINIA
POTATO & VEGETABLE
REVIEW

**Supply decreases
in competing areas
led to good demand
and higher prices
for Virginia potatoes.**

VIRGINIA MARKET NEWS SERVICE

102 Governor Street, Suite 355

Richmond, VA 23219-3676

Tel: 804.786.3947

Fax: 804.371.7787

www.vdacs.virginia.gov/marketnews

In cooperation with
USDA Agricultural Marketing Service

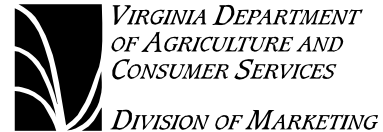
PREFACE	3
----------------	---

2011 VIRGINIA POTATO SEASON

HARVESTING AND MARKETING	5
WEATHER	6
PRODUCTION AND QUALITY	6
SHIPMENTS	6
MARKETS AND COMPETITION	7
CHIPSTOCK	7
VARIETIES	8
SEED POTATOES	
RECEIPTS BY VARIETY	9
CARLOT TOTALS	10
ORIGIN	11
ACREAGE, YIELD AND PRODUCTION	12
VIRGINIA TRUCK SHIPMENTS	
MONTHLY AND WEEKLY SHIPMENTS	14
SHIPMENTS BY YEAR	15
EASTERN SHORE OF VIRGINIA SHIPPING POINT PRICES	
ROUND WHITE	16
ROUND RED AND YUKON GOLD	17

2011 VIRGINIA VEGETABLE SEASON

CABBAGE	18
GREEN BEANS	18
PUMPKINS	18
SQUASH	19
SWEET CORN	19
TOMATOES - MATURE GREEN	19
TOMATOES – CHERRY, GRAPE AND PLUM	20
SHIPPING POINT PRICES	
CABBAGE	21
GREEN BEANS	22
PUMPKINS	24
SQUASH	24
SWEET CORN	24
TOMATOES - MATURE GREEN	25
TOMATOES - CHERRY AND GRAPE	27
TOMATOES - PLUM	29



PREFACE

Virginia Market News Service reported potato and vegetable prices throughout the 2011 marketing season. This service was conducted cooperatively by the Virginia Department of Agriculture and Consumer Services, Division of Marketing and the United States Department of Agriculture, Agricultural Marketing Service.

Market News reports for Virginia and other states are available on the Internet at:

<http://www.vdacs.virginia.gov/marketnews>

Users can also access the Market News Online Subscription Service to receive reports by email. A link to this service is provided on the Virginia Market News Service Internet site at www.vdacs.virginia.gov/marketnews. For further information or instructions on using the system, call the Virginia Market News Service at 804.786.3947 or email market.news@vdacs.virginia.gov.

Virginia Market News Service also maintains a toll-free in-state message board at 800.552.5521 with timely market information updated during the marketing season. Callers outside of Virginia can access the information at 804.225.2812.

Information on acreage and production was taken from reports issued by Agricultural Statistics Board, National Agricultural Statistics Service, Washington, DC. Historical data covering national, state and county estimates are available on Internet through:

<http://www.nass.usda.gov>
<http://usda.mannlib.cornell.edu>

Truck Shipment information was supplied by the Federal-State Inspection Service of Virginia. In instances where inspection service was absent, truck shipment information was obtained directly from shippers or producers.

The prices appearing in the summary represent the majority of sales. In some instances, sales were made at levels above or below the reported prices.

Some of the statistics used in this summary, such as acreage and production figures, may be subject to minor revision at a later date.

We sincerely appreciate the cooperation and consideration extended to us during the season by members of the industry. Without their help, this publication would not be possible.

We also thank the organizations who furnished information used in this summary.

VIRGINIA POTATO & VEGETABLE REVIEW

was prepared by Brett Richardson

Requests for additional copies should be sent to:

VIRGINIA MARKET NEWS SERVICE

102 Governor Street, Suite 355

Richmond, VA 23219-3676

Tel: 804.786.3947

Fax: 804.371.7787

www.vdacs.virginia.gov/marketnews

market.news@vdacs.virginia.gov

REVIEW OF THE 2011 POTATO SEASON

HARVESTING AND MARKETING

Harvest of the 2011 Virginia potato crop began in mid-June although supplies were very light until later in the month. Virginia Market News Service began reporting shipping point prices on June 22 with the first F.O.B. Eastern Shore price quoted at \$12.00 per 50-Lb sack of Round White, US One, Size A potatoes. From the very beginning of the harvest, demand was good for Round White potatoes due to lighter than normal supplies in competing areas. On June 28, prices increased to \$13.00 and by the end of the month, sales were reported in a range of \$13.00 to \$14.00. Throughout early July, the price was \$14.00 before increasing again in the middle of the month. On July 18, the price increased to \$15.00 per 50-Lb sack. The last reported price was on July 25. By July 26, supplies were light and in too few hands to report as practically all growers had finished harvesting. Market conditions for Virginia Round White potatoes were excellent in 2011. The major reason for the improved market conditions for Virginia potatoes was a significant decrease in supplies of storage potatoes combined with problems and harvest delays in many competing spring and summer growing areas.

Prices for the large 2¾ to 4½ inch “Chef” Round White potatoes were first reported on June 22 at \$15.00 per 50-Lb sack. Prices increased to \$16.00 on June 28 as demand was good. Chef prices remained at \$16.00 until mid-July when they increased to \$17.00. The final reported price was \$17.00 per 50-Lb sack on July 25.

Russet potatoes continue to be an important crop for many Virginia growers. Demand for Virginia Russets was generally good throughout 2011. 50-Lb sacks of Size A Russets started the season at \$12.00 compared to mostly \$8.00 in 2010 and \$6.00 to \$8.00 in 2009. Later in the season, prices for 50-Lb sacks of Size A Russets were as high as \$15.00. Prices for tote bags began the season at \$24.00 per hundredweight compared to \$16.00 per hundredweight in 2010 and \$10.00 to \$14.00 per hundredweight in 2009. Throughout most of the month of July, Russet tote prices were mostly \$25.00 to \$27.00 per hundredweight before ending the season as high as \$28.00 to \$30.00.

Round Red prices were first reported in 2011 on June 24 at \$16.00 for 50-Lb sacks of US One, Size A and \$17.00 for Size B. Demand was good for Red potatoes throughout the season. Round Red prices increased to \$17.00 for Size A and \$19.00 to \$20.00 for Size B on June 28. By June 30, prices increased to \$20.00 for Size A and \$22.00 for Size B. Throughout the rest of Virginia’s 2011 season, prices remained at \$20.00 for Size A and \$22.00 for Size B. Demand for Round Red potatoes exceeded supplies throughout the summer of 2011 and the result was high prices and good movement.

Yellow flesh potato prices were first reported on July 5 at \$24.00 to \$25.00 for 50-Lb sacks of US One, Size A. Demand for Yellow flesh potatoes was not as good as for Round White and Round Red and as a result, prices began to fall. Prices were \$23.00 to \$24.00 on July 7 and dropped to mostly \$22.00 on July 11. By July 12, the price was mostly \$20.00 and remained at that level for the rest of the season. Demand for Yellow flesh potatoes was generally moderate throughout the season.

WEATHER

Weather conditions created some challenges for Virginia potato growers during 2011. Extremely dry conditions during spring forced growers to irrigate heavily to keep the crop in good condition. The combined rainfall recorded at the Eastern Shore Agricultural Research Center in Painter during April and May was only 3.21 inches which was less than half of the 71-year average. Although growers irrigated as much as possible, the dry conditions lowered yields for the crop. Yields in irrigated fields were decent although in some areas, yields were significantly lower than average.

After facing dry weather during spring, many growers on the Eastern Shore, particularly in Northampton County, later experienced extremely wet conditions. Rainfall recorded at the Eastern Shore Agricultural Research Center in Painter during June totaled 10.28 inches which was nearly three times the 71-year average. In fact, it was the highest recorded June rainfall since records were available in 1940. The heavy rainfall slowed the harvest of potatoes and many growers were unable to harvest the crop for extended periods of time due to the wet conditions. While growers in Northampton County received excessive rainfall, conditions remained dry in much of Accomack County.

PRODUCTION AND QUALITY

Total Virginia production in 2011 was estimated at 1,180,000 hundredweight (cwt) by the National Agricultural Statistics Service, compared to 952,000 cwt in 2010, 1,656,000 cwt in 2009, 1,254,000 cwt in 2008 and 1,134,000 cwt in 2007. Although dry conditions in 2011 caused yields to be lower than average, they were an improvement from the drought conditions of 2010.

Despite challenging weather conditions, Virginia growers were able to produce a good quality crop. By irrigating during the dry conditions, growers were able to reduce crop losses. Later in the year, heavy rainfall did cause problems in some areas. Growers were fortunate that temperatures remained moderate following the rainfall as extremely hot conditions combined with wet fields could have led to more serious quality issues. Heat did become an issue later in the year but most of the crop was harvested by that time.

SHIPMENTS

Shipments of Virginia potatoes were up significantly in 2011 when compared to 2010. Approximately 1,732 truck lot equivalents (50,000 Lb) were shipped in 2011 compared to 1,169 in 2010. The increase in shipments was a result of excellent movement and a decrease in crop losses compared to 2010. Weather conditions were so severe in 2010 that there were significant crop losses whereas fast movement of the crop helped growers reduce losses in 2011.

Shipments during June 2011 accounted for nearly 17% of the crop compared to 9% in 2010. July 2011 shipments represented nearly 80% of the crop compared to 90% in 2010. Approximately 3% of the crop was shipped in August 2011 compared to less than 1% in 2010.

MARKETS AND COMPETITION

Virginia potato growers were helped by the fact that supplies of potatoes in competing areas were down significantly during the summer of 2011. Supplies of storage potatoes in June were down approximately 35% which led to decreased competition from the western states. The decrease in storage potatoes led to good movement for new crop potatoes in Florida which allowed them to finish harvesting in a timely manner. In addition, cold weather delayed planting in most northern growing areas and caused harvesting in those areas to start later than normal. The result was a longer than normal marketing window for Virginia potatoes. Additionally, North Carolina faced extremely dry conditions which limited supplies from one of Virginia's main competitors. Finally, areas in the Midwest suffered heavy rain and flooding which significantly reduced supplies in those areas. The decrease of supplies in many competing areas improved demand for Virginia potatoes and led to an excellent marketing year.

Canada has typically been an important market for Virginia potato growers in the past but unfortunately, shipments to Canada have been relatively low during the previous few years. Fortunately, demand from Canada did improve in 2011. Virginia potato growers shipped 170 loads (50,000 Lb) to Canada in 2011, compared to only 60 loads in 2010, 108 loads in 2009, 61 loads in 2008 and 94 loads in 2007. It was the highest total shipped to Canada since 2006 when 187 loads were exported. Over the past five years, Virginia growers have shipped an average of nearly 100 loads per year to Canada. Planting and harvest delays in Canada as well as an overall decrease in storage potatoes led to the increase in shipments to Canada in 2011.

CHIPSTOCK

Chipstock potatoes continue to be a very important part of Virginia's potato crop and in 2011 they represented nearly 45% of the total shipments. Chipstock potatoes were sold primarily based on preseason contracts and were mostly \$10.50 to \$11.00 per hundredweight (cwt). The same supply shortages that helped the tablestock market also influenced the chipstock market. Reduced supplies of storage potatoes, heavy losses due to flooding in major chipstock areas in the Midwest, decreased yields due to dry conditions in new crop growing areas and harvest delays in areas to the north all combined to cause shortages of chipstock potatoes.

As a result of the shortage of chipstock potatoes, a few early open market sales were made as high as \$20.00 per cwt. As supplies began to increase, open market prices dropped to near contract levels at \$11.00 per cwt. Later, as supplies in North Carolina and Virginia began to decline and it became apparent that the northern areas of New Jersey and Michigan weren't ready to harvest, growers tried to get the price back up to \$20.00 per cwt level. Chippers balked at paying \$20.00 and some sales were made at \$16.00 per cwt. A few sales late in the season were as high as \$17.00 to \$17.50 per cwt. Demand was very good for chipstock potatoes in 2011. One grower stated it was the best movement for chipstock potatoes that he could remember.

VARIETIES

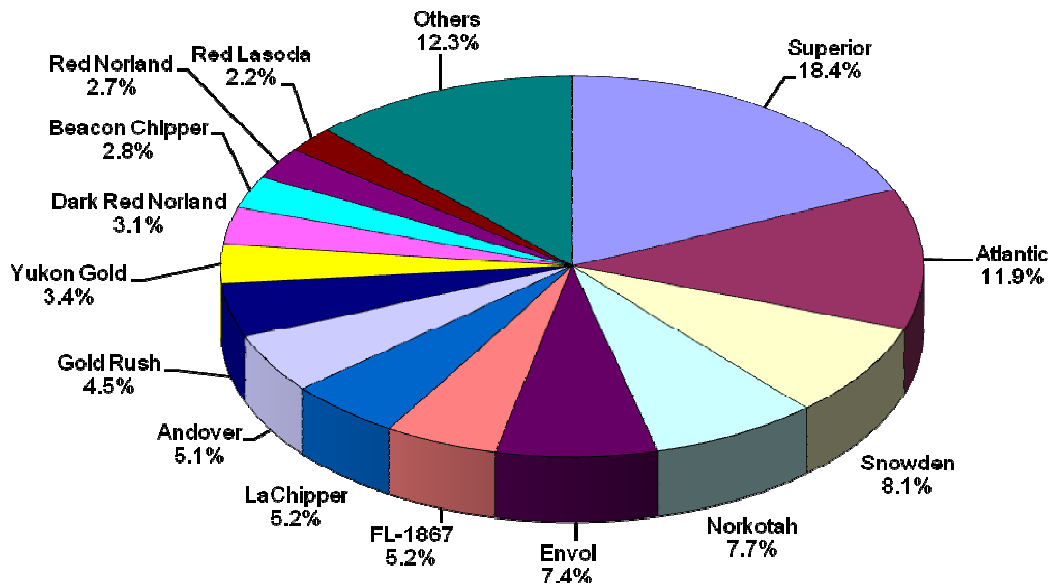
Of the 135.9 loads (50,000 Lb) of seed imported and inspected during the 2011 season, Superiors accounted for over 18% of the total, once again making it the most popular of all varieties grown in Virginia. The next most popular Round White tablestock potato was the Envol, an early maturing variety. Envol's accounted for over 7% of potatoes planted in 2011 and it was the fifth most popular of all varieties grown.

Chipping varieties accounted for the second, third and sixth most popular with Atlantic at 12%, Snowden at 8% and FL-1867, a Frito Lay variety, at 5%. A variety that saw a big increase in 2011 was the Beacon Chipper and was ranked twelfth at nearly 3%.

Use of Russet potatoes increased slightly in 2011 following a significant decrease in 2010. Russet varieties accounted for over 15% of the potatoes planted in 2011 compared to 12% in 2010, 21% in 2009, 20% in 2008 and 13% in 2007. The top Russet varieties included the fourth ranked Norkotah at nearly 8% and ninth ranked Gold Rush at 4.5%.

Red potatoes continue to play an important role for Virginia potato growers with the Dark Red Norland the eleventh most popular at 3.1%, the Red Norland ranked thirteenth at 2.7% and the Red Lasoda fourteenth at 2.2%. All Red varieties accounted for 9.4% in 2011 compared to 9.7% in 2010. Red potatoes have ranged between 7% and 10% since 2003 after accounting for a high of 14% in 2002.

The Yellow flesh Yukon Gold was the tenth most popular at 3.4%, down from 4.2% in 2010 but up from approximately 2% in 2009. The Satina variety accounted for 1.3% in 2011 compared to 1.7% in 2010. Yellow flesh varieties accounted for 6.3% of the potatoes grown in 2011 compared to nearly 8% in 2010. Between 2002 and 2009, Yellow potatoes ranged between 4% and 6% after accounting for a high of 9% in 2001.



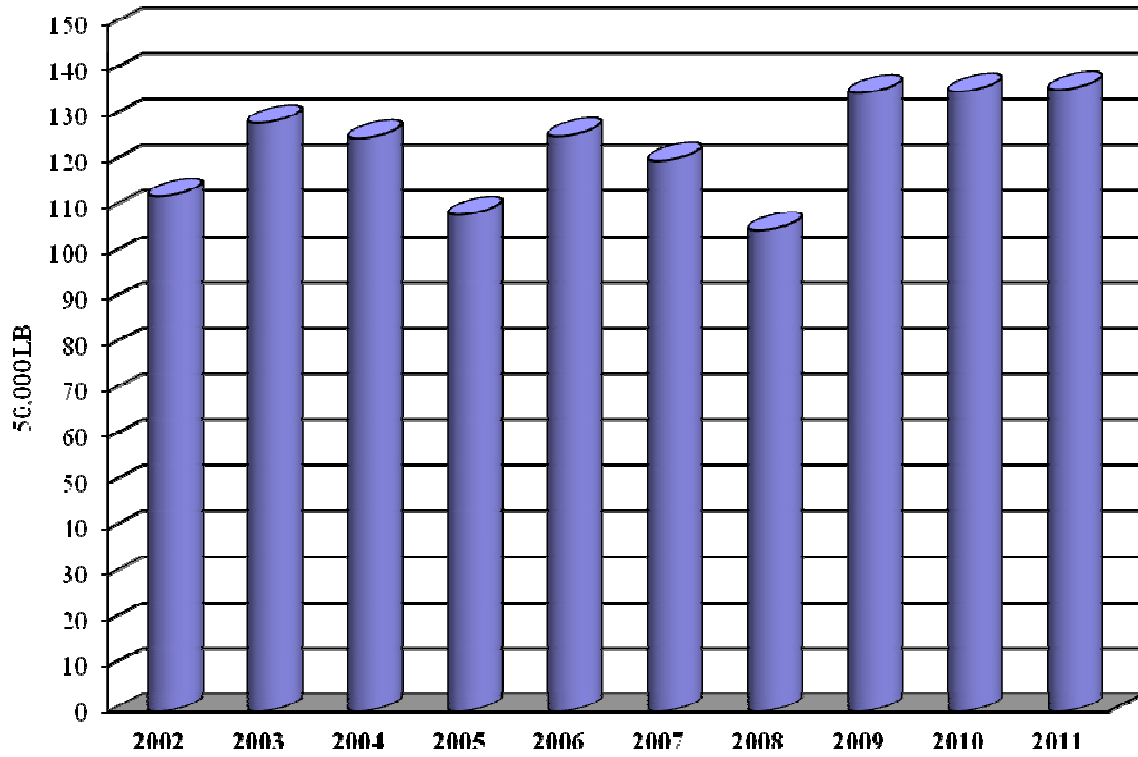
VIRGINIA SEED POTATO IMPORT RECORD

Receipts of seed potatoes by varieties for Accomack and Northampton Counties.
Amounts are 50,000 LB units.

	<u>2011</u>	<u>2010</u>	<u>2009</u>	<u>2008</u>
Superior	25.03	34.64	29.40	20.95
Atlantic	16.18	16.48	9.24	10.70
Snowden	10.97	10.57	8.12	6.07
Norkotah	10.50	6.95	17.55	10.50
Envol	9.99	13.15	15.61	10.49
FL-1867	7.00	9.00	10.00	11.10
LaChipper	7.00	----	----	----
Andover	6.88	3.39	6.93	6.61
Gold Rush	6.16	7.08	8.01	7.25
Yukon Gold	4.64	5.75	2.54	4.14
Dark Red Norland	4.14	1.98	0.50	3.29
Beacon Chipper	3.80	0.72	0.94	----
Red Norland	3.62	5.18	4.74	5.13
Red Lasoda	2.96	2.60	1.60	0.88
Silverton	2.61	2.60	0.88	1.58
FL-2053	1.90	1.00	----	----
Satina	1.80	2.32	3.03	1.76
Peribonka	1.65	----	0.85	0.84
Eva	1.57	3.08	0.86	----
Marcy	1.53	----	----	----
Vivaldi	1.37	0.56	----	----
Villetta Rose	1.12	1.62	1.80	0.73
FL-2126	1.00	----	----	----
Nordonna	0.88	----	0.52	----
Augusta	0.77	----	----	----
Classic Russet	0.41	----	----	----
Langlade	0.40	----	----	----
Sylvana	0.04	----	----	----
Reba	----	1.87	----	2.01
Modoc	----	1.70	1.88	0.04
Norwis	----	0.94	6.39	----
Keuka Gold	----	0.94	0.51	----
Lehigh	----	0.90	0.55	----
Dakota Crisp	----	0.48	0.86	----
Innovator	----	----	0.86	----
Rio Grande	----	----	0.83	----
Gala	----	----	0.16	0.03
Blazer Russet	----	----	----	1.06
Total	135.9	135.5	135.2	105.2

VIRGINIA SEED POTATO IMPORT TOTALS

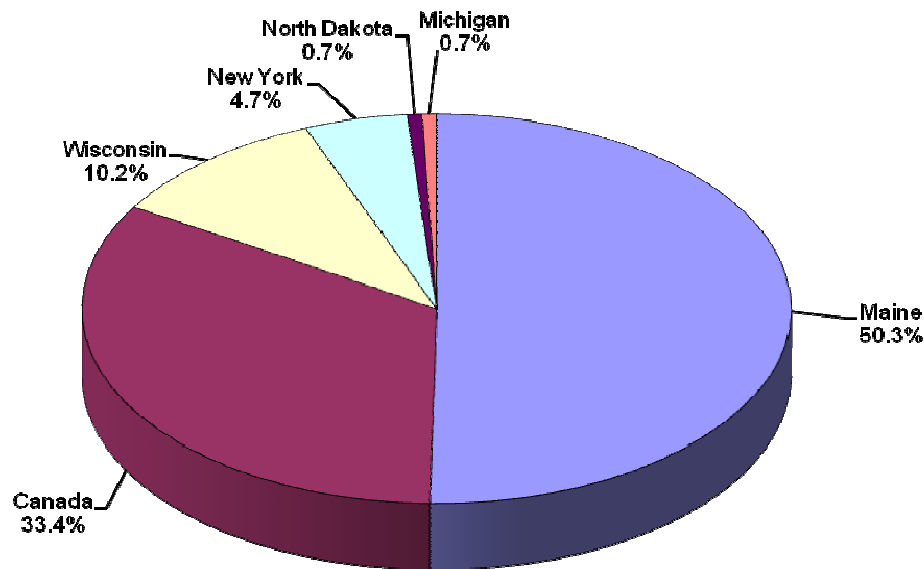
CARLOT TOTALS – 50,000 LB UNITS



YEAR	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
TOTAL	112.6	128.6	125.3	108.5	125.8	120.4	105.2	135.2	135.5	135.9

SEED POTATOES IMPORTS BY ORIGIN

Maine continued to be the leading supplier of seed potatoes to Virginia in 2011. Maine shipped slightly over 50% of the seed that was inspected during the 2011 season which was an increase from 2009 and 2010 but was still lower than most of the previous years. Shipments from Maine accounted for 48% in 2010, 40% in 2009, 57% in 2008, 57% in 2007 and 52% in 2006. Seed shipments from Canada increased in 2011 to over 33% making it was the second most popular origin. In 2010, approximately 29% of the seed originated from Canada compared to 40% in 2009, 24% in 2008, 25% in 2007 and 30% in 2006. Of the Canadian seed shipped in 2011, 59% came from New Brunswick with 24% from Quebec and 17% from Prince Edward Island. Wisconsin was the third most popular origin at approximately 10% compared to 13% in 2010, 9% in 2009, 12% in 2008, 8% in 2007 and 5% in 2006. Seed from New York accounted for less than 5% in 2011, compared to 10% in 2010, 9% in 2009, 7% in 2008, 10% in 2007 and 12% in 2006. Other states that shipped seed potatoes to the growers on the Eastern Shore included North Dakota and Michigan.



ORIGIN	SHIPMENTS (50,000 LB UNITS)
Maine	68.34
Canada	45.46
Wisconsin	13.92
New York	6.38
North Dakota	0.90
Michigan	0.89

ACREAGE, YIELD AND PRODUCTION
COMMERCIAL EARLY POTATOES
USDA National Agricultural Statistics Service

SEASONAL GROUP and STATE	AREA HARVESTED (1,000 Acres)			YIELD PER ACRE (Cwt)			PRODUCTION (1,000 Cwt)		
	2011	2010	2009	2011	2010	2009	2011	2010	2009
WINTER:									
CA	*	*	8.7	*	*	245	*	*	2132
SPRING:									
AZ	3.8	3.7	4.0	290	280	280	1102	1036	1120
CA*	29.0	27.0	17.5	370	405	410	10730	10935	7175
FL - Hastings	21.2	20.3	16.5	265	250	260	5618	5075	4290
- Other	12.5	11.5	12.4	240	250	275	3000	2875	3410
NC	16.5	15.0	15.0	210	195	225	3465	2925	3375
TX	7.5	8.4	8.3	230	235	235	1725	1974	1951
TOTAL	90.5	85.9	73.7	283	289	289	25640	24820	21321
SUMMER:									
CA	*	*	3.4	*	*	405	*	*	1377
CO	4.4	3.8	3.9	370	370	410	1628	1406	1599
DE	1.6	1.6	1.6	275	275	300	440	440	480
IL	6.9	5.6	5.2	380	350	385	2622	1960	2002
KS	4.8	4.4	4.8	340	335	360	1632	1474	1728
MD	2.2	2.1	2.3	340	340	320	748	714	736
MO	**	7.2	7.1	**	300	275	**	2160	1953
NJ	2.0	1.7	2.1	200	230	260	400	391	546
TX	**	5.5	5.4	**	390	460	**	2145	2484
VA	5.9	5.6	6.9	200	170	240	1180	952	1656
Other States	16.4			289			4736		
TOTAL	44.2	37.5	42.7	303	310	340	13386	11642	14522

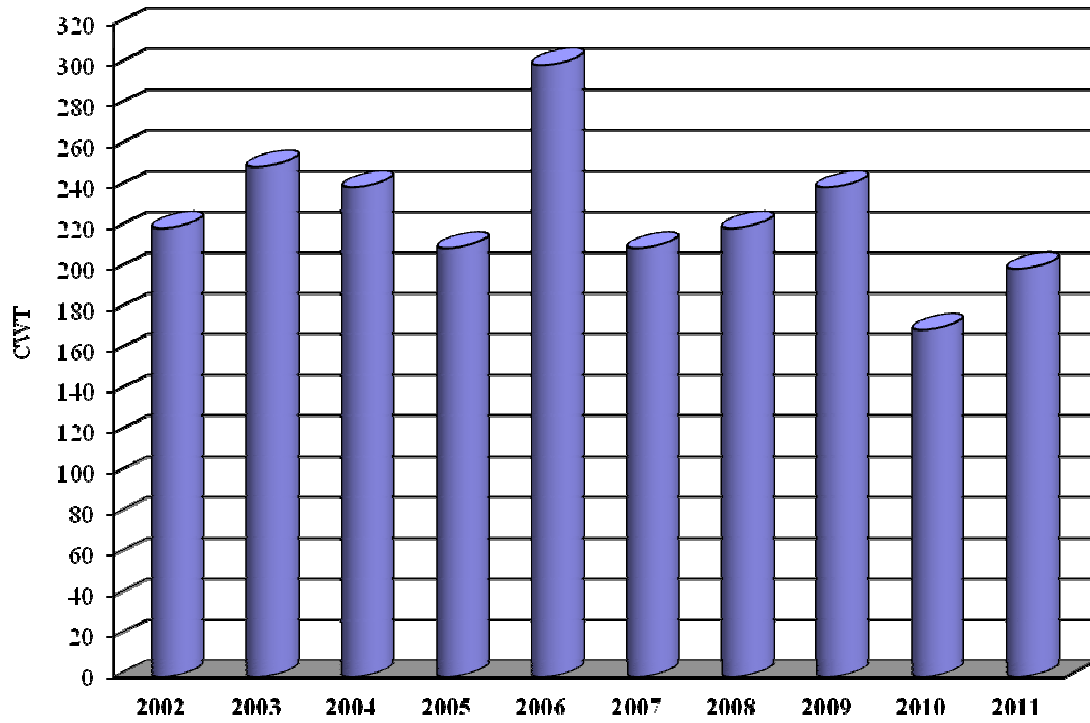
Preliminary data subject to revision

* Beginning in 2010, winter and summer estimates included in spring total for California

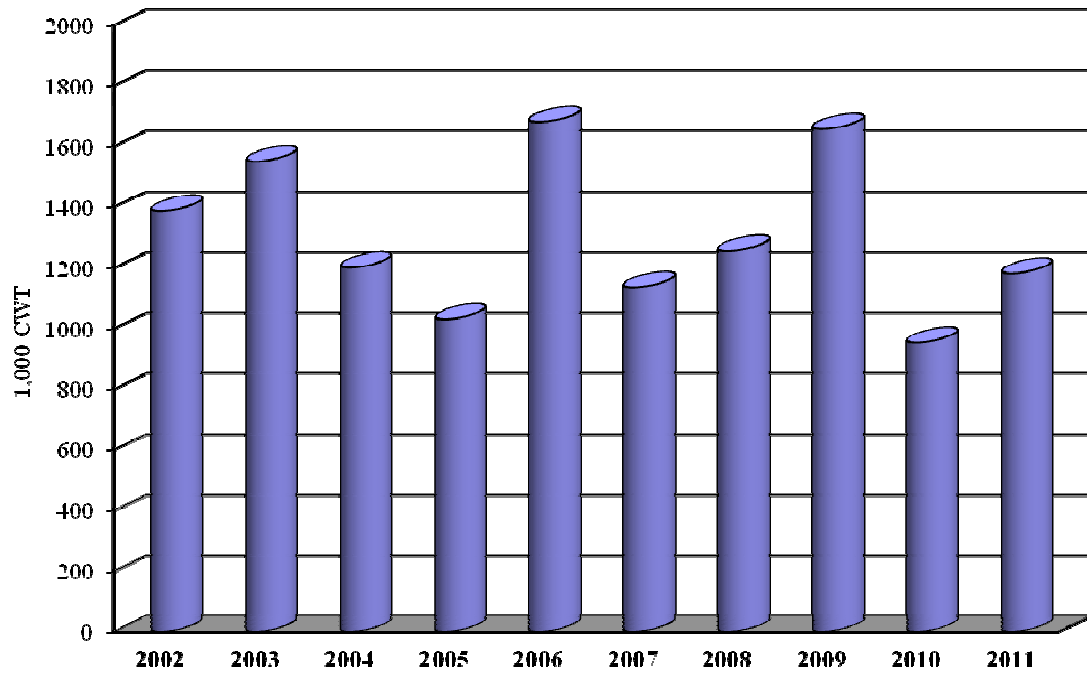
** Withheld to avoid disclosing data for individual operations

VIRGINIA POTATOES

YIELD PER ACRE



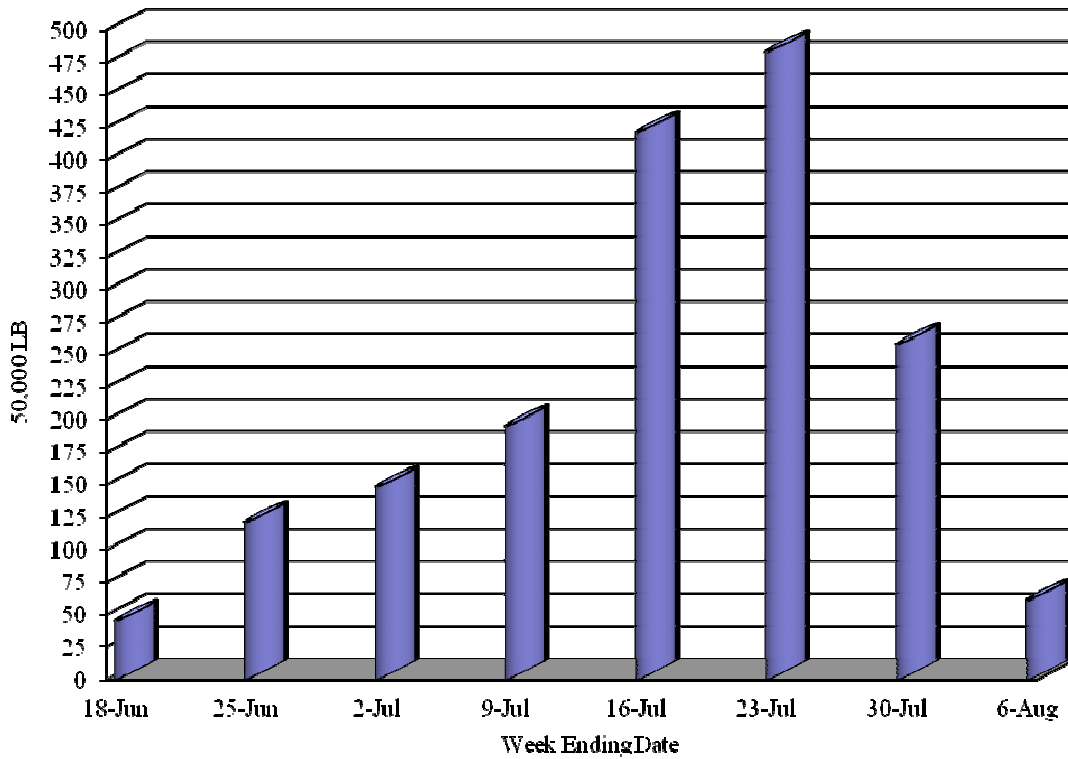
PRODUCTION



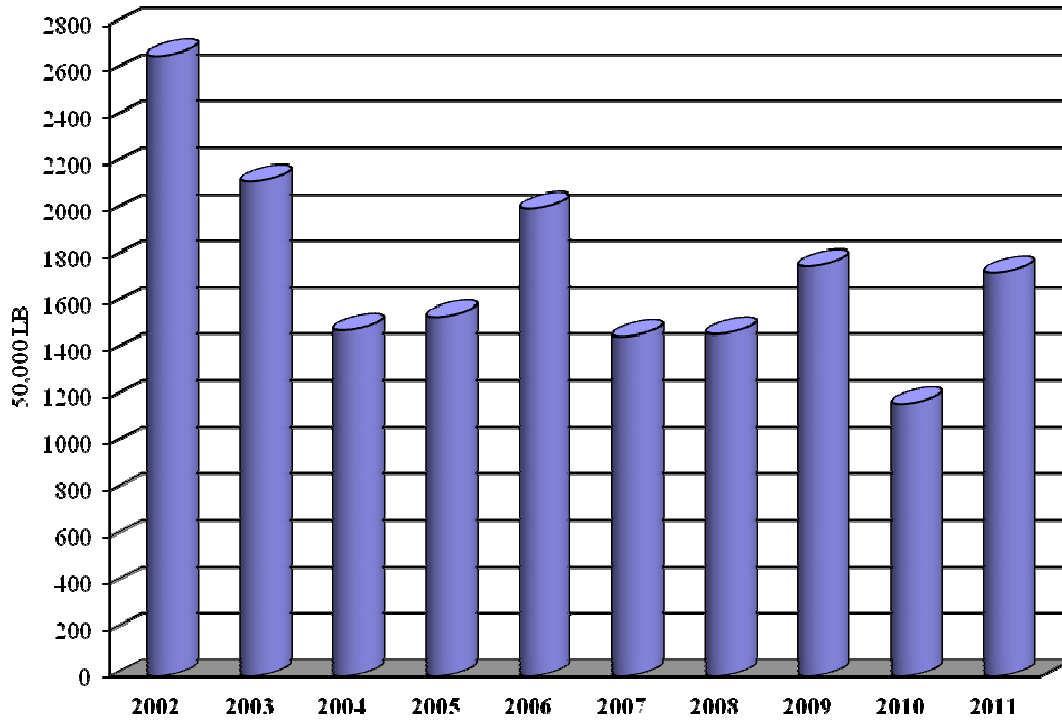
VIRGINIA POTATO SHIPMENTS - 2011

50,000 LB UNITS

Monthly Shipments	Loads
June	289
July	1382
August	61
Weekly Shipments (Week Ending Date)	Loads
June 18	45
June 25	121
July 2	148
July 9	195
July 16	421
July 23	483
July 30	258
August 6	61
Total	1732

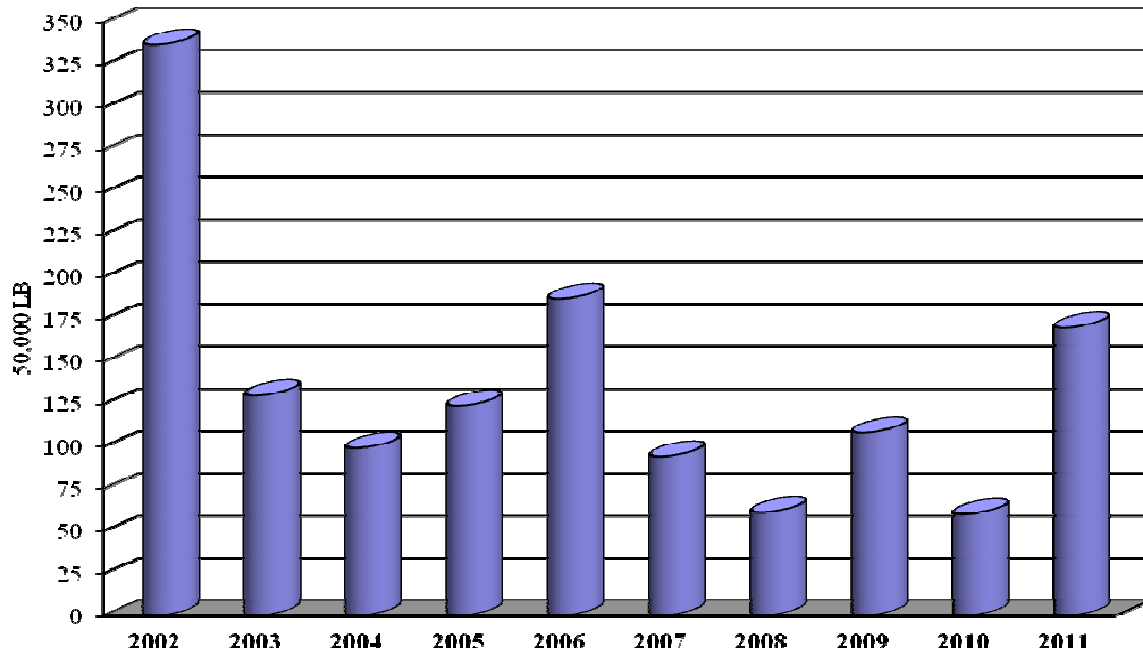


VIRGINIA TRUCK SHIPMENTS



YEAR	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
LOADS	2664	2125	1486	1543	2008	1459	1470	1761	1169	1732

VIRGINIA TRUCK SHIPMENTS TO CANADA



YEAR	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
LOADS	337	130	99	124	187	94	61	108	60	170

**2011 SHIPPING POINT PRICES
EASTERN SHORE OF VIRGINIA
ROUND WHITE, US ONE**

	Size A	Chef	Size A
June	50-Lb	50-Lb	Tote Bags (Per Cwt)
22	12.00	15.00	22.00-24.00
23	12.00	15.00	22.00-24.00
24	12.00	15.00	24.00
27	Too Few	Too Few	Too Few
28	13.00	16.00	26.00
29	13.00	16.00	26.00
30	13.00-14.00	16.00	26.00-28.00
July			
1	13.00-14.00	16.00	26.00-28.00
5	14.00	16.00	26.00-28.00
6	14.00	16.00	26.00-28.00
7	14.00	16.00	28.00
8	14.00	16.00	28.00
11	14.00	16.00	28.00
12	14.00	16.00	28.00
13	14.00	16.00	28.00
14	14.00	16.00	28.00
15	14.00-15.00	16.00-17.00	28.00-30.00
18	15.00	17.00	30.00
19	15.00	17.00	30.00
20	15.00	17.00	30.00
21	15.00	17.00	30.00
22	15.00	17.00	30.00
25	15.00	17.00	Too Few
26	Too Few	Too Few	Too Few

**2011 SHIPPING POINT PRICES
EASTERN SHORE OF VIRGINIA
ROUND RED AND YELLOW TYPE, US ONE**

	Round Red 50-Lb, Size A	Round Red 50-Lb, Size B	Yellow Type 50-Lb, Size A
June			
24	16.00	17.00	
27	Too Few	Too Few	
28	17.00	19.00-20.00	
29	17.00-18.00	20.00	
30	20.00	22.00	
July			
1	Too Few	Too Few	
5	20.00	22.00	24.00-25.00
6	20.00	22.00	24.00-25.00
7	20.00	22.00	23.00-24.00
8	20.00	22.00	23.00-24.00
11	20.00	22.00	22.00-23.00
12	20.00	22.00	20.00
13	20.00	22.00	20.00
14	20.00	22.00	20.00
15	20.00	22.00	20.00
18	20.00	22.00	20.00
19	20.00	22.00	20.00
20	20.00	22.00	20.00
21	20.00	22.00	20.00
22	20.00	22.00	20.00
25	20.00	22.00	20.00
26	Too Few	Too Few	Too Few

REVIEW OF THE 2011 VEGETABLE SEASON

CABBAGE

Cabbage harvesting began in Southwest Virginia in late June although supplies were too light to report until mid-July. The first reported F.O.B. shipping point price from Southwest Virginia was on July 18 with 50-Lb cartons of medium size cabbage at \$8.00 to \$10.00. Early in the season, supplies in many competing areas were lighter than normal due to adverse weather conditions. As a result, demand was good during July and early August. Carton prices remained at mostly \$8.00 to \$10.00 for the rest of July before increasing to \$9.00 to \$11.00 on August 1. Throughout much of August, prices ranged from \$8.00 to \$10.00 per carton. By the end of the month, demand declined to moderate and prices fell to \$7.00 to \$9.00. During most of September, prices ranged from \$7.00 to \$9.00 per carton.

GREEN BEANS

The first green bean F.O.B. shipping point price of the summer was reported on June 16 at \$25.00 per bushel. Demand was very good and supplies were light not only in Virginia but also in competing areas. Demand continued to be very good for the first week of the summer and prices remained at \$25.00 with a few sales higher. Unfortunately, there was a significant supply gap in late June due to hot and dry conditions. The extreme heat earlier in the summer caused blossoms to drop during the critical stages. As a result, supplies were insufficient to report during the last week of June. On July 1, demand exceeded available supplies and the price was \$32.00 per bushel. Prices later rose to as high as \$42.00 as supplies could not keep up with demand. By July 7, supplies began to increase in competing areas and at that point, prices began to fall rather quickly. The last reported price of the summer was on July 8 at \$18.00.

Reporting of the fall crop began on October 3 with the price at \$24.00 on good demand. The price remained at \$24.00 until October 14 when the price decreased to \$22.00 on moderate demand. By the following week, the price dropped to \$16.00 as supplies in competing areas began to increase. The final reported price of the fall season was on November 4 at \$12.00.

PUMPKINS

During 2011, pumpkin supplies in many competing areas were down significantly due to adverse weather conditions. Supplies in Virginia were also lighter than normal as many growers reported lower yields and reduced sizes due to extremely hot and dry conditions during the summer. Some areas also reported problems due to excessive rainfall from Hurricane Irene and Tropical Storm Lee. As a result of the decrease in supplies, demand was good and trading was active. Shipping point prices started the season at \$75.00 to \$110.00 per bin, mostly \$80.00 to \$100.00. By the end of the season, prices improved to as high as \$135.00 and were mostly \$100.00 to \$115.00 per bin. Prices reported were for medium to large size pumpkins (generally 18 to 22 pounds each) sold in 36-inch bins. Each bin typically contained 30 to 45 pumpkins.

SQUASH

Squash prices were first reported on June 6 with 1/2 and 5/9 bushel cartons of small “fancy” zucchini at \$8.00 and medium at \$6.00. Small yellow straightneck was reported at \$12.00 and medium at \$10.00. A decrease in supplies in many areas led to fairly active trading and improved prices later in the month. On June 20, prices for zucchini and yellow Straightneck were \$12.00 to \$14.00 for small and \$10.00 to \$12.00 for medium. By June 27, Zucchini prices improved to \$14.00 to \$16.00 for small and \$12.00 to \$14.00 for medium. Yellow Straightneck prices were reported at \$10.00 to \$12.00 for small and \$8.00 to \$10.00 for medium. Prices remained relatively high until mid-July. The final reported price of 2011 was on July 18 with prices of both varieties at \$9.00 for 1/2 and 5/9 bushel cartons of small and \$7.00 for medium. During 2011, market conditions were good for squash due to above average movement and prices. Unfortunately, Hurricane Irene and Tropical Storm Lee caused significant damage to the fall squash crop.

SWEET CORN

The first reported shipping point price for Virginia sweet corn was on July 5 with yellow, white and bi-color at \$10.70 for crates containing 4 dozen minimum. Trading early in the season was fairly active. On July 11, prices increased to \$14.20 for yellow and white and \$14.70 for bi-color. Prices remained generally unchanged until late July when demand for Virginia corn began to decline as supplies in competing areas began to increase. As a result of the increase in supplies, prices fell to \$7.70 to \$8.20 on August 1. Trading was fairly slow in August. By August 8, supplies were insufficient to report. Although sweet corn prices were not as high as the record setting 2009, they were an improvement from a disappointing 2010.

TOMATOES - MATURE GREEN

Mature Green tomato prices were first reported on July 5 with prices for 25-Lb cartons of mature green, 85% US One or better at \$11.95 for the 5x6 size and \$10.95 to \$11.95 for 6x6 and 6x7 sizes. Demand was reported as moderate for the first week of the harvest. On July 12, demand improved to fairly good and prices increased to \$12.95 to \$13.95 for all three sizes. By July 19, prices were \$13.95 for 5x6 size, \$12.95 to \$13.95 for 6x6 size and \$11.95 to \$13.95 for 6x7 size. For most of the rest of July, demand continued to be fairly good before falling at the end of the month. In early August, demand was moderate and prices generally ranged from \$10.95 to \$11.95. By August 10 prices fell to \$9.95 for all three sizes due to an increase in supplies in competing areas. Supplies were fairly light on the Eastern Shore of Virginia in late August, due in large part to damage from the wind and rain from Hurricane Irene. The decrease of supplies led to higher prices and by late August, prices increased to \$13.95 for all three sizes. Supplies continued to be light in September and prices were as high as \$17.95 for the 5x6 size, \$13.95 to \$15.95 for 6x6 size and \$13.95 for 6x7 size. Demand was good throughout most of September before falling late in the month. By late September, prices dropped to \$11.95 for 5x6 size, \$10.95 for 6x6 size and \$9.95 for 6x7 size. During October, supplies were very light in Virginia. The final reported price was on October 5 with 5x6 size at \$13.95, 6x6 size at \$11.95 and 6x7 size at \$9.95. Supplies were insufficient to report for the rest of October.

TOMATOES – CHERRY, GRAPE AND PLUM TYPE

After being quoted on a weekly basis during 2010, cherry tomatoes were quoted daily in 2011. The first reported price was on July 5 at \$8.95 for flats containing 12 one pint baskets. Demand was moderate. By the following week, an increase in demand helped the price to increase to \$11.95. Demand was fairly good and the price held at \$11.95 for most of the month before falling on July 28. During early August, demand was moderate and by August 15, prices fell to \$6.95 to \$7.95. Supplies were insufficient to report from August 22 through September 6. In early September, trading was active for light supplies and demand was good. Prices increased to as high as \$15.95 in mid-September before declining late in the month. The final reported price was on October 5 at \$11.95 with moderate demand. By October 6, supplies were insufficient to report.

Grape tomatoes were first reported on July 5 and during the first week of the harvest, demand was fairly good and prices were \$9.95 for flats of 12 one pint containers with lids and \$17.95 for 20-Lb cartons. By July 15, demand was good and prices increased to as high as \$10.95 for flats and \$19.95 for cartons. Demand was fairly good and prices remained unchanged until early August. By early August, demand was moderate and prices were \$8.95 to \$10.95 for flats and \$15.95 to \$19.95 for cartons. During mid-August, prices fell to \$7.95 for flats and \$13.95 for cartons. From August 22 through September 6, supplies were insufficient to report. In late August, Hurricane Irene caused significant damage to the tomato crops and grape tomatoes were hit particularly hard. Supplies were reduced significantly which led to higher prices in September. Prices in September were as high as \$21.95 for flats and \$41.95 for cartons. Unfortunately, Virginia supplies were light during this time so growers were not able to fully benefit from the high prices. Very few supplies were left in October. A few sales in October were reported at \$17.95 for flats and \$33.95 for cartons.

Plum type Roma tomatoes were first reported on July 12 at \$13.95 for 25-Lb cartons. By the following day, demand was moderate and the price fell to \$11.95. Prices remained unchanged until July 28 when the price declined to \$10.95. In early August, demand was moderate and the price ranged from \$9.95 to \$10.95. The final reported price was on August 8 at \$10.95. Supplies were insufficient to report for the rest of August, September and October.

2011 VIRGINIA SHIPPING POINT PRICES

CABBAGE (ROUND GREEN TYPE)

50-LB CARTONS – MEDIUM

July

18	8.00-10.00
25	8.00-10.00

August

1	9.00-11.00
8	8.00-10.00
15	8.00-10.00
22	8.00-9.00
29	7.00-9.00

September

6	Too Few
12	7.00-8.00
19	8.00-9.00
26	Too Few

VIRGINIA SHIPPING POINT PRICES
GREEN BEANS, ROUND TYPE (SUMMER)

BUSHEL CARTONS/CRATES

June	2011	2010	2009	2008	2007
16	25.00				
17	25.00				
18	Weekend				
19	Weekend		12.85		
20	25.00		Weekend		
21	25.00	14.85	Weekend		
22	25.00	14.85	12.85		10.85
23	Too Few	14.85	12.85	24.85	Weekend
24	Too Few	14.85	14.85	24.85-26.85	Weekend
25	Weekend	14.85	14.85	28.85	8.00-10.85
26	Weekend	Weekend	14.85	28.85	8.85-10.85
27	Too Few	Weekend	Weekend	32.85	8.00-10.85
28	Too Few	14.85	Weekend	Weekend	8.00-10.85
29	Too Few	14.85	14.85	Weekend	8.00-10.85
30	Too Few	14.85	14.85	30.85-34.85	Weekend
July					
1	32.00	14.85	14.85	34.85	Weekend
2	Weekend	14.85	14.85	34.85	10.00-10.85
3	Weekend	Weekend	Holiday	34.85	10.00-10.85
4	Holiday	Weekend	Weekend	Holiday	Holiday
5	32.00	Holiday	Weekend	Weekend	12.85
6	42.00	Too Few	14.85	Weekend	12.85-14.00
7	24.00-28.00		14.85	34.85	Weekend
8	18.00		12.85-14.85	34.85	Weekend
9	Weekend		12.85	26.85	12.85
10	Weekend		12.85	Too Few	12.85
11	Too Few		Weekend	26.85	12.85
12			Weekend	Weekend	9.85
13			12.85	Weekend	10.85
14			12.85	20.85	Weekend
15			12.85	20.85	Weekend
16			12.85	20.85	8.85
17			12.85	18.85	8.85-10.85
18			Weekend	12.00-14.85	8.85-10.85
19			Weekend	Weekend	8.85
20			Too Few	Weekend	Too Few

VIRGINIA SHIPPING POINT PRICES

GREEN BEANS, ROUND TYPE (FALL)

BUSHEL CARTONS/CRATES

October	2011	2010	2009	2008	2007
2			15.00		
3	24.00		Weekend		
4	24.00		Weekend		14.00-14.85
5	24.00		15.00		12.00-14.85
6	24.00	21.00	15.00		Weekend
7	24.00	Too Few	12.85-13.00	14.85-16.85	Weekend
8	Weekend	21.85	12.85	14.85-16.85	Holiday
9	Weekend	Weekend	12.85	14.85-16.85	10.85
10	Holiday	Weekend	Weekend	16.00-16.85	10.85
11	24.00	Holiday	Weekend	Weekend	10.85
12	24.00	21.85	Holiday	Weekend	10.85
13	24.00	21.85	12.85	Holiday	Weekend
14	22.00	21.85	12.85	14.85	Weekend
15	Weekend	Too Few	12.85	14.85-16.85	12.85
16	Weekend	Weekend	12.85	14.85-16.85	12.85
17	18.00	Weekend	Weekend	14.85	14.85
18	Too Few	21.85	Weekend	Weekend	14.85
19	Too Few	18.85	12.85	Weekend	14.85
20	16.00	18.85	12.85	14.85-16.85	Weekend
21	16.00	16.85	16.85	14.85-16.85	Weekend
22	Weekend	16.85	16.85	14.85-16.85	14.85
23	Weekend	Weekend	16.85	14.85-16.85	14.00-14.85
24	16.00	Weekend	Weekend	Too Few	14.85
25	16.00	16.85	Weekend	Weekend	14.85
26	No Report	16.85	16.85	Weekend	Too Few
27	16.00	14.85-16.85	16.85	14.85	Weekend
28	16.00	Too Few	Too Few	14.85	Weekend
29	Weekend	12.85	16.85	14.85	Too Few
30	Weekend	Weekend	No Report	16.85	
31	Too Few	Weekend	Weekend	16.85	
November					
1	Too Few	Too Few	Weekend	Weekend	
2	16.00		Too Few	Weekend	
3	16.00			16.85	
4	12.00			Too Few	
7	Too Few				

2011 VIRGINIA SHIPPING POINT PRICES

PUMPKINS

36 INCH BINS

Medium-Large (30-45 Count)

September

12	75.00-110.00	mostly 80.00-100.00
19	75.00-130.00	mostly 80.00-110.00
26	75.00-130.00	mostly 80.00-110.00

October

3	75.00-130.00	mostly 90.00-110.00
11	75.00-135.00	mostly 100.00-110.00
17	75.00-135.00	mostly 100.00-115.00

SQUASH

1/2 AND 5/9 BUSHEL CARTONS

	Zucchini		Yellow Straightneck	
	Small	Medium	Small	Medium
June				
6	8.00	6.00	12.00	10.00
13	12.00	10.00	12.00	10.00
20	12.00-14.00	10.00-12.00	12.00-14.00	10.00-12.00
27	14.00-16.00	12.00-14.00	10.00-12.00	8.00-10.00
July				
5	14.00	12.00	12.00	10.00
11	10.00	8.00	10.00	8.00
18	9.00	7.00	9.00	7.00
25	Too Few	Too Few	Too Few	Too Few

SWEET CORN

CRATES - 4 DOZEN MINIMUM

	Yellow Type	White Type	Bi-Color
July			
5	10.70	10.70	10.70
11	14.20	14.20	14.70
18	14.20	14.20	14.70
25	13.70	12.70	13.70
August			
1	7.70-8.20	7.70-8.20	7.70-8.20
8	Too Few	Too Few	Too Few

2011 VIRGINIA SHIPPING POINT PRICES

TOMATOES (MATURE GREEN, 85% US ONE OR BETTER)

25-LB CARTONS

July	5x6 Size	6x6 Size	6x7 Size
5	11.95	10.95-11.95	10.95-11.95
6	10.95-11.95	10.95-11.95	10.95-11.95
7	10.95-11.95	10.95-11.95	10.95-11.95
8	Too Few	Too Few	Too Few
12	12.95-13.95	12.95-13.95	12.95-13.95
13	12.95-13.95	12.95-13.95	12.95-13.95
14	12.95-13.95	12.95-13.95	12.95-13.95
15	12.95-13.95	12.95-13.95	12.95-13.95
19	13.95	12.95-13.95	11.95-13.95
20	13.95	12.95-13.95	11.95-13.95
21	13.95	12.95-13.95	11.95-13.95
22	13.95	12.95-13.95	11.95-13.95
25	13.95	12.95-13.95	11.95-13.95
26	13.95	12.95-13.95	11.95-13.95
27	13.95	12.95-13.95	11.95-13.95
28	13.95	12.95	11.95
29	11.95-12.95	11.95	10.95-11.95
August			
1	11.95	11.95	11.95
2	11.95	11.95	11.95
3	10.45-11.95	10.45-10.95	10.45-10.95
4	10.95-11.95	10.95	10.95
5	10.95	10.95	10.95
8	Too Few	Too Few	Too Few
10	9.95	9.95	9.95
11	9.95	9.95	9.95
12	9.95	9.95	9.95
15	Too Few	Too Few	Too Few
16	9.95	9.95-10.95	9.95-10.95
17	9.95	9.95-10.95	9.95-10.95
18	9.95	9.95-10.95	9.95-10.95
19	9.95	9.95-10.95	9.95-10.95
22-29	Too Few	Too Few	Too Few
30	13.95	13.95	13.95
31	13.95	13.95	13.95

2011 VIRGINIA SHIPPING POINT PRICES

TOMATOES (MATURE GREEN, 85% US ONE OR BETTER)

25-LB CARTONS

September	5x6 Size	6x6 Size	6x7 Size
1	Too Few	Too Few	Too Few
2	Too Few	Too Few	Too Few
6	Too Few	Too Few	Too Few
7	17.95	13.95-15.95	13.95
8	15.95	14.95	13.95
9	15.95	14.95	13.95
12	Price Open	Price Open	Price Open
13	15.95	14.95	13.95
14	15.95	14.95	13.95
15	Too Few	Too Few	Too Few
16	15.95	14.95	13.95
19	Price Open	Price Open	Price Open
20	13.95	12.95	10.95
21	Too Few	Too Few	Too Few
22	11.95-13.95	10.95-12.95	7.95-10.95
23	11.95-13.95	10.95-12.95	7.95-10.95
26	Price Open	Price Open	Price Open
27	No Report	No Report	No Report
28	11.95	10.95	9.95
29	11.95	10.95	9.95
30	11.95	10.95	9.95
October			
3	Price Open	Price Open	Price Open
4	13.95	11.95	9.95
5	13.95	11.95	9.95
6	Too Few	Too Few	Too Few
7	Too Few	Too Few	Too Few
11	Too Few	Too Few	Too Few
12	Too Few	Too Few	Too Few
13	Too Few	Too Few	Too Few

2011 VIRGINIA SHIPPING POINT PRICES

TOMATOES (CHERRY AND GRAPE TYPE)

July	Cherry	Grape Type	
	Flats 12 1-Pt Baskets	Flats 12 1-Pt Containers	20 Lb Cartons
5	8.95	9.95	17.95
6	9.95	9.95	17.95
7	9.95	9.95	17.95
8	Too Few	Too Few	Too Few
11	Price Open	Price Open	Price Open
12	11.95	9.95	17.95
13	11.95	9.95	17.95
14	11.95	9.95	17.95
15	11.95	9.95-10.95	17.95-19.95
18	Price Open	Price Open	Price Open
19	11.95	9.95-10.95	17.95-19.95
20	11.95	10.95	17.95-19.95
21	11.95	10.95	17.95-19.95
22	11.95	9.95-10.95	17.95-19.95
25	11.95	10.95	19.95
26	11.95	10.95	19.95
27	11.95	10.95	19.95
28	9.95-10.95	10.95	19.95
29	9.95-10.95	10.95	19.95
August			
1	9.95	10.95	19.95
2	8.95-9.95	8.95-10.95	15.95-19.95
3	8.95-9.95	8.95-10.95	15.95-19.95
4	8.95-9.95	8.95-10.95	15.95-19.95
5	7.95-9.95	8.95-9.95	15.95-17.95
8	7.95-8.95	9.95	17.95
10	7.95-9.95	9.95	17.95
11	7.95-9.95	8.95-9.95	15.95-17.95
12	6.95-8.95	8.95-9.95	15.95-17.95
15	6.95-7.95	7.95-9.95	15.95-17.95
16	7.95	7.95	13.95
17	7.95	7.95	13.95
18	7.95	7.95	13.95
19	7.95	7.95	13.95
22-31	Too Few	Too Few	Too Few

2011 VIRGINIA SHIPPING POINT PRICES

TOMATOES (CHERRY AND GRAPE TYPE)

September	Cherry	Grape Type	
	Flats 12 1-Pt Baskets	Flats 12 1-Pt Containers	20 Lb Cartons
1	Too Few	Too Few	Too Few
2	Too Few	Too Few	Too Few
6	Too Few	Too Few	Too Few
7	15.95	19.95	37.95
8	15.95	19.95-21.95	37.95-41.95
9	15.95	19.95-21.95	37.95-41.95
12	Price Open	Price Open	Price Open
13	15.95	21.95	41.95
14	15.95	21.95	41.95
15	Too Few	Too Few	Too Few
16	15.95	21.95	41.95
19	Price Open	Price Open	Price Open
20	11.95-13.95	21.95	41.95
21	Too Few	Too Few	Too Few
22	9.95-13.95	17.95-21.95	33.95-41.95
23	9.95-13.95	17.95-21.95	33.95-41.95
26	Too Few	21.95	Too Few
27	No Report	No Report	No Report
28	10.95	17.95-21.95	33.95-41.95
29	10.95	17.95-21.95	33.95-41.95
30	11.95	17.95-21.95	33.95-41.95
October			
3	11.95	17.95	33.95
4	11.95	17.95	33.95
5	11.95	17.95	33.95
6	Too Few	Too Few	Too Few
7	Too Few	Too Few	Too Few
11	Too Few	Too Few	Too Few
12	Too Few	Too Few	Too Few
13	Too Few	Too Few	Too Few

2011 VIRGINIA SHIPPING POINT PRICES

TOMATOES (PLUM TYPE, ROMA)

25-LB CARTONS

July	Large – Extra Large
12	13.95
13	11.95
14	11.95
15	11.95
18	Price Open
19	11.95
20	11.95
21	11.95
22	11.95
25	11.95
26	11.95
27	11.95
28	10.95
29	10.95
August	
1	10.95
2	9.95-10.95
3	9.95-10.95
4	10.95
5	10.95
8	10.95
10	Too Few
11	Too Few
12	Too Few
15	Too Few
16	Too Few
17	Too Few
18	Too Few