



**2014 CROP**



**MARKETING  
NORTH CAROLINA  
FRUITS  
&  
VEGETABLES**



**Federal-State Market News Service  
North Carolina Department of Agriculture  
& Consumer Services  
Steve Troxler, Commissioner**

## PREFACE

This publication is a summary of the 2014 marketing season for North Carolina fruits and vegetables.

The information contained in this summary was compiled from daily reports by the Federal-State Market News offices in Raleigh, North Carolina and Orlando, Florida along with related data from the United States Department of Agriculture National Agriculture Statistics Service and the North Carolina Field office. This summary is provided for historical interest and use in planning and marketing future crops.

Appreciation is extended to participating industry members, including shippers, growers, buyers, and processors. Their willingness to supply information made this summary and the daily reports possible. Special thanks to the following NCDA&CS staff for their hard work and dedication: Mr. Tommy Woodard and the Print Section; and Market News.

This summary was assembled by Karrie Gonzalez, NCDA&CS Market News Reporter. For further information, or additional copies of this summary, please contact the NCDA&CS Market News office. Additional archived information can now be accessed by logging on to the USDA Market News portal at: <https://www.marketnews.usda.gov/mnp/fv-home> .

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# Marketing North Carolina Fruit & Vegetable Crops of 2014

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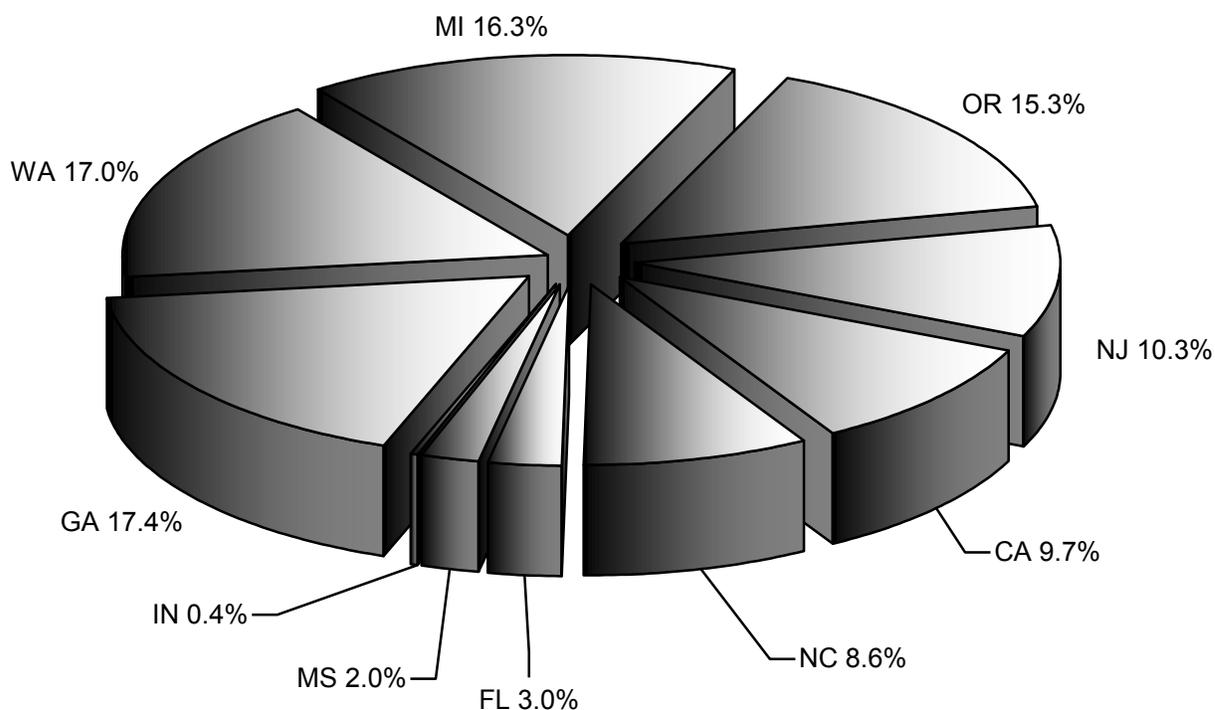
## NORTH CAROLINA BLUEBERRIES 2014 SEASON

Bloom was significantly delayed in 2014 and the crop was correspondingly late, with early-ripening cultivars O'Neal, Star, and Rebel delayed ten to fourteen days; while later cultivars were delayed five to seven days. Exobasidium leaf and fruit spot were severe again in 2014 and appeared on some cultivars where it was previously not known to occur, such as on New Hanover. Weather during harvest was dry and fruit quality was excellent, however regional overproduction due to an unexpectedly large crop in Georgia resulted in lower returns to growers than in previous years.

Price and volume data were obtained from nine major shippers in the 2014 season. The first price reported for flats of 12-1 pint cups with lids was on May 21. Prices ranged mostly \$19.00-\$22.00. The last f.o.b. price report was issued on July 15 at \$10.00-\$12.00. Approximately 36.0 million pounds, an equivalent of 4.0 million 12 1-pint flats, were shipped for fresh market. There was also an additional 11.0 million pounds processed (frozen). This total (fresh + processed) of 47.0 million pounds represents a record number of overall pounds for the state.

*Source: Bill Cline, Researcher and Extension Specialist, Plant Pathology, NC State University*

### 2014 TOTAL<sup>1</sup> BLUEBERRY PRODUCTION Top Ten States



<sup>1</sup>Total production: The quantity of a crop actually harvested plus quantities which would have been acceptable for fresh market or processing but were not harvested because of economic or natural reasons are included in production estimates.

**NORTH CAROLINA BLUEBERRIES 2014 SEASON  
F.O.B. SHIPPING POINT BASIS**

FOB DATE	FLATS SHIPPED (12 1-pint cups equivalent)	PRICE PER FLAT (12 1-pint cups)	
		Low	High
17-May	2,304	-	-
18-May	-	-	-
19-May	9,400	-	-
20-May	27,695	-	-
21-May	29,802	19.00	22.00
22-May	42,392	19.00	21.00
23-May	49,412	19.00	22.00
24-May	51,958	-	-
25-May	17,008	-	-
26-May	67,103	-	-
27-May	135,965	18.00	19.00
28-May	125,737	18.00	19.00
29-May	113,034	16.00	19.00
30-May	167,783	16.00	19.00
31-May	115,304	-	-
01-Jun	56,206	-	-
02-Jun	191,627	16.00	17.00
03-Jun	171,948	16.00	17.00
04-Jun	182,564	16.00	17.00
05-Jun	130,070	16.00	18.00
06-Jun	203,110	16.00	18.00
07-Jun	145,433	-	-
08-Jun	51,173	-	-
09-Jun	117,095	14.00	18.00
10-Jun	171,378	14.00	16.00
11-Jun	110,282	14.00	16.00
12-Jun	122,036	15.00	16.50
13-Jun	117,014	15.00	16.00
14-Jun	103,408	-	-
15-Jun	32,232	-	-
16-Jun	92,809	14.00	16.00
17-Jun	87,979	14.00	16.00
18-Jun	55,876	14.00	16.00
19-Jun	64,954	14.00	16.00
20-Jun	94,586	14.00	16.00
21-Jun	54,920	-	-
22-Jun	17,267	-	-
23-Jun	40,166	14.00	14.00
24-Jun	68,557	14.00	14.00
25-Jun	51,013	13.00	14.00
26-Jun	48,486	13.00	14.00
27-Jun	53,659	13.50	14.50
28-Jun	64,475	-	-
29-Jun	11,263	-	-
30-Jun	34,980	14	15.25

**NORTH CAROLINA BLUEBERRIES 2014 SEASON (CONTINUED)**

FOB DATE	FLATS SHIPPED (12 1-pint cups equivalent)	PRICE PER FLAT (12 1-pint cups)	
		LOW	HIGH
01-Jul	25,282	14.00	14.75
02-Jul	17,508	14.00	14.00
03-Jul	28,631	14.00	14.00
04-Jul	4,264	-	-
05-Jul	40,621	-	-
06-Jul	24,027	-	-
07-Jul	32,852	14.00	15.50
08-Jul	29,707	14.00	15.00
09-Jul	11,552	14.00	14.00
10-Jul	6,497	14.00	15.00
11-Jul	6,100	14.00	15.00
12-Jul	15,107	-	-
13-Jul	4,176	-	-
14-Jul	3,024	-	-
15-Jul	7,130	10.00	12.00
16-Jul	1,200	-	-
17-Jul	2,652	-	-
18-Jul	1,440	-	-
19-Jul	3,387	-	-
20-Jul	2,952	-	-
21-Jul	4,191	-	-
22-Jul	1,685	-	-
23-Jul	-	-	-
24-Jul	288	-	-
25-Jul	-	-	-
26-Jul	3,024	-	-
27-Jul	864	-	-
28-Jul	3,312	-	-
29-Jul	432	-	-
30-Jul	-	-	-
31-Jul	1,728	-	-
01-Aug	-	-	-
02-Aug	-	-	-
03-Aug	576	-	-
<b>TOTAL</b>	<b>3,985,672</b>		

**NORTH CAROLINA STRAWBERRIES  
2014 SEASON**

North Carolina ranks fourth in the United States in total strawberry production. Approximately ninety percent of the crop is produced for retail and the other ten percent is for wholesale. Fruit is sold direct to the consumers as Pick-Your-Own, at farm stands, or to local supermarket chains and wholesale terminals. The top two states, California and Florida primarily grow for shipping wholesale, while third ranked Oregon grows primarily for processing.

The first f.o.b. shipping point price report was issued on April 25. Prices were \$14.00-\$15.00 for flats of 8 1-pound clamshells. The last price report was issued on May 30. Prices were \$13.50-\$14.00.

According to the United States Department of Agriculture National Agricultural Statistics Service, harvested acreage in 2014 totaled 1,100 compared to 1,100 in 2013. Yield per acre amounted to 140 cwt. compared with 100 cwt. in 2013. Production in 2014 accounted for 15.4 million pounds compared to 11.0 million pounds the previous year. Value of the 2014 crop was 23.4 million dollars. The previous year's production was valued at 16.3 million dollars.

**NORTH CAROLINA STRAWBERRIES 2014 SEASON**

DATE	8/ 1-POUND	4/ 2-POUND	12/ 1-PINT	8/ 1-QUART	PRICE/FLAT	
					8/ 1-POUND	LOW HIGH
15-Apr	3,000	-	-	-	-	-
16-Apr	1,500	-	-	350	-	-
17-Apr	3,000	-	-	200	-	-
18-Apr	3,200	-	-	500	-	-
19-Apr	-	-	-	-	-	-
20-Apr	-	-	-	-	-	-
21-Apr	2,108	324	-	300	-	-
22-Apr	3,650	-	-	100	-	-
23-Apr	3,000	-	400	300	-	-
24-Apr	3,704	1,140	-	300	-	-
25-Apr	2,280	-	-	-	14.00	15.00
26-Apr	8,817	864	-	-	-	-
27-Apr	2,050	432	-	-	-	-
28-Apr	11,397	432	700	500	13.00	14.25
29-Apr	8,169	2,732	1,000	300	-	-
30-Apr	10,428	932	400	-	13.00	14.00
01-May	5,585	-	-	500	-	-
02-May	8,197	1,070	-	250	13.00	14.00
03-May	8,304	768	400	800	-	-
04-May	8,305	-	-	-	-	-
05-May	10,520	432	500	1,200	13.00	14.00
06-May	9,654	1,448	700	448	-	-

**NORTH CAROLINA STRAWBERRIES 2014 SEASON (CONTINUED)**

DATE	8/ 1-POUND	4/ 2-POUND	12/ 1-PINT	8/ 1-QUART	PRICE/FLAT	
					8/ 1-POUND LOW	HIGH
07-May	8,632	432	-	-	13.00	14.00
08-May	10,474	1,500	960	400	-	-
09-May	10,064	432	600	1,600	13.00	14.00
10-May	12,969	-	1,100	3,000	-	-
11-May	3,512	832	-	-	-	-
12-May	10,240	-	2,148	800	13.00	14.00
13-May	7,297	756	400	96	-	-
14-May	6,852	324	900	150	13.00	13.50
15-May	10,316	864	1,700	1,250	-	-
16-May	5,365	540	600	350	13.00	13.50
17-May	4,967	-	224	600	-	-
18-May	5,533	432	-	200	-	-
19-May	9,656	-	2,000	850	13.00	13.50
20-May	7,401	216	-	200	-	-
21-May	7,248	-	400	600	13.00	13.50
22-May	5,462	1,282	-	300	-	-
23-May	5,792	422	200	-	13.00	13.50
24-May	3,295	-	-	200	-	-
25-May	-	-	-	-	-	-
26-May	1,348	-	-	650	-	-
27-May	1,214	-	800	-	13.50	14.00
28-May	3,765	-	100	-	13.00	14.00
29-May	200	-	-	-	-	-
30-May	269	-	-	-	13.50	14.00
31-May	-	-	-	-	-	-
01-Jun	-	-	-	-	-	-
02-Jun	-	-	-	-	-	-
03-Jun	224	-	-	-	-	-
<b>TOTAL</b>	<b>258,963</b>	<b>18,606</b>	<b>16,232</b>	<b>17,294</b>		

## NORTH CAROLINA WATERMELONS 2014 SEASON

**PRODUCTION** – According to the National Agricultural Statistics Service, planted acres in 2014 totaled 5,700 acres, compared to 6,200 acres in 2013. Harvested acreage in 2014 amounted to 5,500 acres, compared to 5,700 acres in 2013. Yield per acre in 2014 was 210 cwt., compared to 300 cwt. in 2013. Total watermelon production in 2014 was 1,155,000 cwt., compared to 1,710,000 cwt. in 2013. Growers received an average price of \$12.00 per cwt. in 2014, which was lower than 2013’s \$13.50 per cwt. The value of production for the 2014 crop was \$13,860,000, which was lower than 2013’s \$23,085,000.

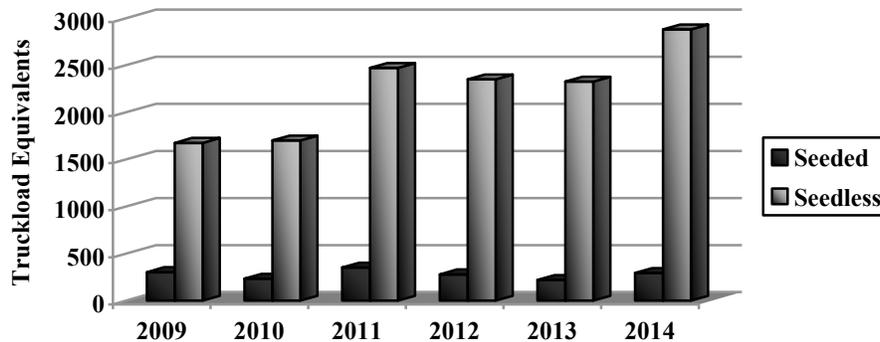
**MARKETING** – The first f.o.b. shipping point price report on seeded melons was issued on July 15. The price for 24 inch bins holding approximately 35 medium seeded melons was 13 to 15 cents per pound. The first report on seedless melons was issued on July 15. The price for 24 inch bins holding approximately 36-60 medium seedless melons was 11 to 14 cents per pound. The final price reported for seeded melons was on August 15 with a price of 11 to 12 cents per pound. The final price reported for seedless melons was on September 02 with a price range of 13 to 16 cents per pound.

**TRANSPORTATION** – Trucks were the only commercial means to transport watermelons this season. Total shipments in the 2014 season were 3,175 truckload equivalents. This was higher than 2013’s 2,547 truckload equivalents. Of the 2014 truckload equivalents, approximately 2,882 were seedless and 293 were seeded. The seedless shipments were about 91 percent of North Carolina’s total reported shipments.

**WEATHER AND CROPS** – The 2014 watermelon production season was the second year in a row with very challenging growing conditions. Crops began generally good due to favorable early season weather. Rainfall was adequate to good most of the season. However, heavy rains over short durations created some problems. Disease pressure was high across most production areas of North Carolina. Overall, production was down from long term averages. Movement and markets were stagnant through much of the prime season, however, late season movement and markets were good.

*Source: Allan C. Thornton, Extension Associate, NC State University Horticultural Science Department*

### 2009-2014 NORTH CAROLINA SEEDED VERSUS SEEDLESS WATERMELONS



**NORTH CAROLINA WATERMELONS 2014 SEASON  
F.O.B. SHIPPING POINT BASIS**

DATE	24 IN. BINS PER POUND RED FLESH SEEDLESS TYPE MED. (APPROX. 36-60 COUNT)		24 IN. BINS PER POUND RED FLESH SEEDED TYPE MED. (APPROX. 35 COUNT)	
	LOW	HIGH	LOW	HIGH
15-Jul	0.11	0.14	0.13	0.15
16-Jul	0.11	0.14	0.13	0.15
17-Jul	0.10	0.14	0.13	0.15
18-Jul	0.11	0.14	0.13	0.15
19-Jul	-	-	-	-
20-Jul	-	-	-	-
21-Jul	0.11	0.15	0.13	0.15
22-Jul	0.11	0.15	0.13	0.15
23-Jul	0.11	0.15	0.12	0.14
24-Jul	0.12	0.15	0.12	0.14
25-Jul	0.12	0.15	0.12	0.14
26-Jul	-	-	-	-
27-Jul	-	-	-	-
28-Jul	0.12	0.15	0.12	0.14
29-Jul	0.12	0.15	0.12	0.14
30-Jul	0.11	0.14	0.11	0.13
31-Jul	0.11	0.14	0.11	0.13
01-Aug	0.11	0.14	0.11	0.13
02-Aug	-	-	-	-
03-Aug	-	-	-	-
04-Aug	0.11	0.13	0.10	0.13
05-Aug	0.11	0.13	0.11	0.13
06-Aug	0.11	0.13	0.11	0.13
07-Aug	0.11	0.12	0.11	0.12
08-Aug	0.11	0.12	0.11	0.12
09-Aug	-	-	-	-
10-Aug	-	-	-	-
11-Aug	0.10	0.12	0.10	0.12
12-Aug	0.11	0.12	0.11	0.12
13-Aug	0.11	0.12	0.11	0.12
14-Aug	0.11	0.12	0.11	0.12

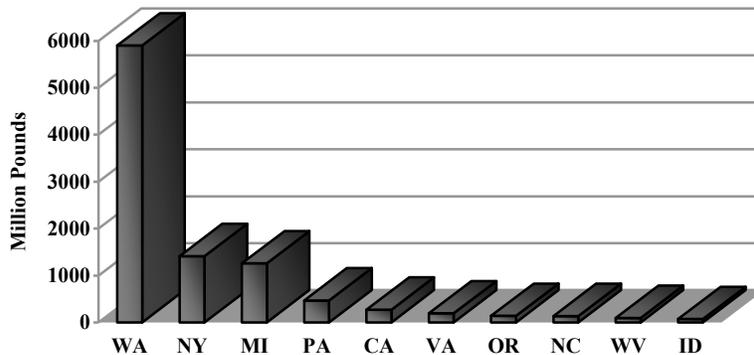
**NORTH CAROLINA WATERMELONS 2014 SEASON  
F.O.B. SHIPPING POINT BASIS (CONTINUED)**

DATE	24 IN. BINS PER POUND RED FLESH SEEDLESS TYPE MED. (APPROX. 36-60 COUNT)		24 IN. BINS PER POUND RED FLESH SEEDED TYPE MED. (APPROX. 35 COUNT)	
	LOW	HIGH	LOW	HIGH
15-Aug	0.10	0.12	0.10	0.12
16-Aug	-	-	-	-
17-Aug	-	-	-	-
18-Aug	0.10	0.12	-	-
19-Aug	0.10	0.12	-	-
20-Aug	0.10	0.12	-	-
21-Aug	0.11	0.12	-	-
22-Aug	0.11	0.12	-	-
23-Aug	-	-	-	-
24-Aug	-	-	-	-
25-Aug	0.11	0.13	-	-
26-Aug	0.12	0.13	-	-
27-Aug	0.12	0.13	-	-
28-Aug	0.12	0.13	-	-
29-Aug	0.12	0.13	-	-
30-Aug	-	-	-	-
31-Aug	-	-	-	-
01-Sept	-	-	-	-
02-Sept	0.13	0.16	-	-

## MARKETING WESTERN NORTH CAROLINA APPLES 2013-2014 CROP

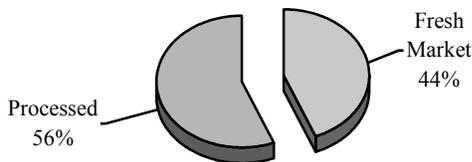
North Carolina ranked eighth in the United States in total apple production for the 2013 crop. According to the National Agricultural Statistics Service, North Carolina apple growers produced 135.0 million pounds of fruit in 2013 compared to 33.5 million in 2012; 2012's light volume was the result of adverse weather conditions during the growing season. Of the 135.0 million pounds, a reported 125.0 million pounds were utilized. Utilized production was 291 percent higher than the 32.0 million pounds utilized in 2012 and 11 percent lower than the 140.0 million pounds reported in 2011. The United States commercial production totaled 10.4 billion pounds in 2013, which was 16 percent higher than the previous year's crop and 10 percent higher than the 2011 crop. Of that total, 10.3 billion pounds were utilized which was 15 percent higher than the 2012 crop.

### 2013-2014 TOP TEN STATES FOR APPLE PRODUCTION

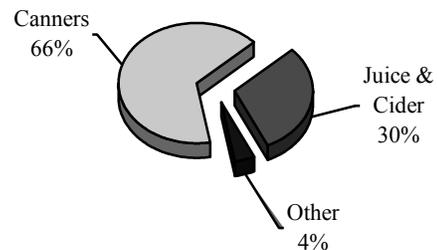


Of North Carolina's utilized production, 55.0 million pounds went to fresh market, while 70.0 million pounds were processed (see pie graph below left). Processed utilization included 46.0 million pounds to canners; 21.0 million pounds to juice and cider; leaving 3.0 million pounds going towards frozen, dried, and fresh slices (see pie graph below right).

**2013-2014 NC Apples  
Utilized Production Breakdown**



**2013-2014 NC Apples  
Breakdown of Total Pounds Processed**



**NORTH CAROLINA RED DELICIOUS APPLES 2013-2014 SEASON  
WEEKLY F.O.B. SHIPPING POINT BASIS**

WEEK ENDING DATE 2013-2014	PRICE FOR CTNS TRAY PACK 80s		PRICE FOR CTNS TRAY PACK 88s		PRICE FOR CTNS TRAY PACK 100s		PRICE FOR CTNS TRAY PACK 113-125s		PRICE FOR CTNS 12 3-LB FILM BAGS	
	LOW	HIGH	LOW	HIGH	LOW	HIGH	LOW	HIGH	LOW	HIGH
2013										
14-Sept	-	-	-	-	-	-	-	-	-	-
21-Sept	24.00	24.00	24.00	24.00	24.00	24.00	22.00	22.00	20.00	22.90
28-Sept	24.00	24.00	24.00	24.00	24.00	24.00	22.00	22.00	20.00	22.90
05-Oct	24.00	26.00	24.00	26.00	24.00	25.00	18.00	22.00	20.00	22.90
12-Oct	22.50	26.00	22.50	26.00	22.50	25.00	18.00	25.50	18.00	22.00
19-Oct	20.00	26.00	20.00	26.00	20.00	25.00	18.00	25.50	18.00	22.00
26-Oct	18.00	26.00	18.00	26.00	18.00	25.00	18.00	25.50	18.00	20.00
02-Nov	18.00	26.00	18.00	26.00	18.00	25.00	18.00	25.50	16.00	20.00
09-Nov	18.00	24.50	18.00	24.50	18.00	24.50	17.00	25.50	16.00	20.00
16-Nov	18.00	24.50	18.00	24.50	18.00	24.50	17.00	25.50	16.00	20.00
23-Nov	18.00	24.50	18.00	24.50	18.00	24.50	17.00	25.50	16.00	20.00
30-Nov	22.00	24.50	22.00	24.50	22.00	24.50	17.00	25.50	18.00	20.00
07-Dec	18.00	24.50	18.00	24.50	18.00	24.50	17.00	25.50	18.00	20.00
14-Dec	18.00	24.00	18.00	24.00	18.00	24.00	17.00	20.00	18.00	20.00
21-Dec	18.00	24.00	18.00	24.00	18.00	24.00	17.00	22.00	18.00	20.00
28-Dec	18.00	24.00	18.00	24.00	18.00	24.00	17.00	22.00	18.00	20.00
2014										
04-Jan	18.00	24.00	18.00	24.00	18.00	24.00	17.00	22.00	18.00	20.00
11-Jan	18.00	24.00	18.00	24.00	18.00	24.00	17.00	22.00	18.00	20.00

**NORTH CAROLINA GOLDEN DELICIOUS APPLES 2013-2014 SEASON  
WEEKLY F.O.B. SHIPPING POINT BASIS**

WEEK ENDING DATE 2013-2014	PRICE FOR CTNS TRAY PACK 80s		PRICE FOR CTNS TRAY PACK 88s		PRICE FOR CTNS TRAY PACK 100s		PRICE FOR CTNS TRAY PACK 113-125s		PRICE FOR CTNS 12 3-LB FILM BAGS	
	LOW	HIGH	LOW	HIGH	LOW	HIGH	LOW	HIGH	LOW	HIGH
2013										
14-Sept	-	-	-	-	-	-	-	-	20.00	20.90
21-Sept	24.00	24.00	24.00	24.00	24.00	24.00	22.00	22.00	20.00	20.90
28-Sept	24.00	28.00	24.00	28.00	24.00	26.00	21.00	23.00	20.00	22.00
05-Oct	24.00	28.00	24.00	28.00	24.00	26.00	21.00	23.00	20.00	22.00
12-Oct	22.50	28.00	22.50	28.00	22.50	26.00	21.00	25.50	18.00	22.00
19-Oct	20.00	28.00	20.00	28.00	20.00	26.00	20.00	25.50	18.00	22.00
26-Oct	20.00	28.00	20.00	28.00	20.00	26.00	20.00	25.50	18.00	22.00
02-Nov	22.50	26.00	22.50	26.00	22.50	25.00	18.00	25.50	22.00	22.00
09-Nov	22.00	24.50	22.00	24.50	22.00	24.50	17.00	25.50	18.00	20.00
16-Nov	22.00	24.50	22.00	24.50	22.00	24.50	17.00	25.50	18.00	20.00
23-Nov	22.00	24.50	22.00	24.50	22.00	24.50	17.00	25.50	18.00	20.00
30-Nov	22.00	24.50	22.00	24.50	22.00	24.50	17.00	25.50	18.00	20.00
07-Dec	22.00	24.50	22.00	24.50	22.00	24.50	17.00	25.50	18.00	20.00
14-Dec	22.00	24.00	22.00	24.00	22.00	24.00	17.00	22.00	18.00	20.00
21-Dec	22.00	24.00	22.00	24.00	22.00	24.00	17.00	22.00	18.00	20.00
28-Dec	22.00	24.00	22.00	24.00	22.00	24.00	17.00	22.00	18.00	20.00
2014										
04-Jan	22.00	24.00	22.00	24.00	22.00	24.00	17.00	22.00	18.00	20.00
11-Jan	22.00	24.00	22.00	24.00	22.00	24.00	17.00	18.00	18.00	20.00

**NORTH CAROLINA GALA APPLES 2013-2014 SEASON  
WEEKLY F.O.B. SHIPPING POINT BASIS**

WEEK ENDING DATE 2013-2014	PRICE FOR CTNS TRAY PACK 80s		PRICE FOR CTNS TRAY PACK 88s		PRICE FOR CTNS TRAY PACK 100s		PRICE FOR CTNS TRAY PACK 113-125s		PRICE FOR CTNS 12 3-LB FILM BAGS	
	LOW	HIGH	LOW	HIGH	LOW	HIGH	LOW	HIGH	LOW	HIGH
2013										
14-Sept	-	-	-	-	-	-	21.00	25.50	20.00	24.00
21-Sept	26.00	28.00	26.00	28.00	26.00	28.00	21.00	25.50	22.00	24.00
28-Sept	26.00	28.00	26.00	28.00	26.00	28.00	21.00	25.50	22.00	24.00
05-Oct	26.00	28.00	26.00	28.00	26.00	28.00	21.00	25.50	22.00	24.00
12-Oct	26.00	28.00	26.00	28.00	26.00	28.00	21.00	25.50	22.00	24.00
19-Oct	26.00	28.00	26.00	28.00	26.00	28.00	21.00	25.50	22.00	24.00
26-Oct	26.00	28.00	26.00	28.00	26.00	28.00	21.00	23.00	22.00	24.00
02-Nov	-	-	-	-	-	-	-	-	-	-
09-Nov	-	-	-	-	-	-	-	-	-	-
16-Nov	-	-	-	-	-	-	-	-	-	-
23-Nov	-	-	-	-	-	-	-	-	-	-
30-Nov	-	-	-	-	-	-	-	-	-	-
07-Dec	-	-	-	-	-	-	-	-	-	-
14-Dec	-	-	-	-	-	-	-	-	-	-
21-Dec	-	-	-	-	-	-	-	-	-	-
28-Dec	-	-	-	-	-	-	-	-	-	-
2014										
04-Jan	-	-	-	-	-	-	-	-	-	-
11-Jan	-	-	-	-	-	-	-	-	-	-

**NORTH CAROLINA ROME APPLES 2013-2014 SEASON  
WEEKLY F.O.B. SHIPPING POINT BASIS**

WEEK ENDING DATE 2013-2014	PRICE FOR CTNS TRAY PACK 80s		PRICE FOR CTNS TRAY PACK 88s		PRICE FOR CTNS TRAY PACK 100s		PRICE FOR CTNS TRAY PACK 113-125s		PRICE FOR CTNS 12 3-LB FILM BAGS	
	LOW	HIGH	LOW	HIGH	LOW	HIGH	LOW	HIGH	LOW	HIGH
2013										
14-Sept	-	-	-	-	-	-	-	-	-	-
21-Sept	-	-	-	-	-	-	-	-	-	-
28-Sept	-	-	-	-	-	-	-	-	-	-
05-Oct	24.00	24.00	24.00	24.00	24.00	24.00	22.00	22.00	20.00	20.00
12-Oct	24.00	24.00	24.00	24.00	24.00	24.00	22.00	22.00	18.00	20.00
19-Oct	20.00	24.00	20.00	24.00	20.00	24.00	20.00	22.50	18.00	20.00
26-Oct	18.00	24.00	18.00	24.00	18.00	20.00	18.00	22.50	18.00	20.00
02-Nov	18.00	18.00	18.00	18.00	18.00	18.00	18.00	22.50	16.00	20.00
09-Nov	18.00	24.00	18.00	24.00	18.00	24.00	17.00	22.50	16.00	20.00
16-Nov	18.00	24.00	18.00	24.00	18.00	24.00	17.00	22.50	16.00	20.00
23-Nov	18.00	24.00	18.00	24.00	18.00	24.00	17.00	22.50	16.00	20.00
30-Nov	22.00	24.00	22.00	24.00	22.00	24.00	17.00	22.50	18.00	20.00
07-Dec	18.00	24.00	18.00	24.00	18.00	24.00	17.00	22.50	18.00	20.00
14-Dec	18.00	24.00	18.00	24.00	18.00	24.00	17.00	18.00	18.00	20.00
21-Dec	18.00	24.00	18.00	24.00	18.00	24.00	17.00	18.00	18.00	20.00
28-Dec	18.00	24.00	18.00	24.00	18.00	24.00	17.00	18.00	18.00	20.00
2014										
04-Jan	18.00	24.00	18.00	24.00	18.00	24.00	17.00	18.00	18.00	20.00
11-Jan	18.00	24.00	18.00	24.00	18.00	24.00	17.00	18.00	18.00	20.00

## **2014 NORTH CAROLINA FRUIT AND VEGETABLE SEASON GROWING AND HARVESTING**

Temperatures in North Carolina were below normal during January with some areas reporting lows below zero; while February temperatures varied with lows in the teens and highs in the 70s. Precipitation fell in the form of rain, sleet, and snow, but was overall mostly below normal. The harsh weather conditions and threat of frost kept vegetable growers out of the fields until late February when Irish potato growers were finally able to begin planting.

Precipitation was mostly normal to below normal during the month of March. Temperatures were also below normal and frequent freezes forced strawberry growers to implement frost protection measures. Irish potato plantings were slightly ahead of the five year average with 89 percent of the crop planted the week ending March 29. Crop conditions were rated mostly good. Statewide soil moisture levels were rated 69 percent adequate and 31 percent surplus. Other crops being planted during the month included cabbage, cucumbers, snap beans, sweet corn, and watermelon.

Strawberry harvest was delayed two to three weeks due to slightly above normal precipitation and continued cold snaps with some growers reporting damage during the week ending April 19; there was also concern of damage to the apple and peach crops. Spring plantings of bell pepper and squash continued, but were slightly behind due to the inclement weather.

The State experienced mostly above normal temperatures throughout May. Precipitation was mostly normal to above normal with reports of heavy rains damaging strawberries the week ending May 17. Others reported a surplus of berries due to earlier season weather delays followed by May's above normal temperatures. This left some growers scrambling to quickly sell high volumes so as not to lose berries to rot; unfortunately marketing at lower price. Other crops reporting damage higher than previously estimated were apples and peaches. Blueberry harvest, however, got underway with growers reporting good to excellent yields. Harvest of spring cabbage and eastern North Carolina squash also got underway; while sweet potato transplanting progressed with 34 percent of the crop planted compared to 38 percent last year and 37 percent for the five year average.

Precipitation throughout the month of June was mostly normal with heavy summer thunderstorms being reported during the weeks ending June 14 and June 28; while temperatures were mostly above normal. Crop conditions varied with some counties reporting total losses to apples and peaches from April frosts killing blossoms and others reporting heavy disease pressure from fire blight. At this time 84 percent of the sweet potato crop had been planted compared to 85 percent last year and 90 percent for the five year average; crop conditions were rated 27 percent fair, 61 percent good, and 12 percent excellent. Blueberry, spring cabbage, and Irish potato harvests were well underway with most growers being satisfied with yields and quality. Other crops being harvested included snap beans, eggplant, bell pepper, and seeded watermelon in eastern North Carolina; cucumbers in both eastern and western North Carolina; and western North Carolina squash. Meanwhile, strawberry harvest in the eastern part of the State wrapped up.

## 2014 NORTH CAROLINA FRUIT AND VEGETABLE SEASON GROWING AND HARVESTING (*CONTINUED*)

Temperatures in July were mostly below normal. During the week ending July 05 Hurricane Arthur, a category 2 storm, passed over the Coastal Plains region. Damage was less than anticipated and overall precipitation for the month remained mostly normal. Crops under drip irrigation were reported as being in fairly good condition, but concern that water sources were becoming limited in some areas was noted. Statewide topsoil moisture levels were rated 9 percent very short, 29 percent short, 58 percent adequate, and 4 percent surplus; subsoil rates were 6 percent very short, 25 percent short, 64 percent adequate, and 5 percent surplus the week ending July 12. Sweet potato planting wrapped up with 96 percent of the crop planted compared to 91 percent last year and 96 percent for the five year average. Seedless watermelon harvest began in the eastern part of the State; while apple, snap bean, eggplant, and bell pepper harvest began in Western North Carolina. Harvest wrapped up for cucumbers, spring cabbage, eggplant, and squash in Eastern North Carolina.

August experienced mostly below normal temperatures and mostly normal precipitation. Sweet potato conditions were rated 1 percent poor, 15 percent fair, 69 percent good, and 15 percent excellent; harvest got underway the week ending August 30 with 13 percent of the crop harvested. Apple conditions were rated 3 percent very poor, 5 percent poor, 27 percent fair, 62 percent good, and 3 percent excellent; 47 percent of the crop had been harvested compared to 31 percent last year and 29 percent for the five year average. Blueberry harvest wrapped up as well as Irish potatoes and eastern North Carolina bell pepper.

Precipitation was mostly normal to above normal for September and temperatures varied, but were mostly above normal. For the week ending September 27 statewide topsoil moisture levels were rated at 1 percent very short, 9 percent short, 74 percent adequate, and 16 percent surplus; subsoil rates were 1 percent very short, 10 percent short, 75 percent adequate, and 14 percent surplus. Although sweet potato harvest was delayed in some areas due to rain and wet fields, harvest progression was fairly consistent with the five year average, 40 percent compared to 33 percent, respectively. 70 percent of the apple crop had been harvested compared to 55 percent last year and 63 percent for the five year average. Seeded watermelon harvest wrapped up in eastern North Carolina.

Temperatures varied, but were mostly above normal during October. Precipitation was mostly normal. The apple and sweet potato harvests continued to progress consistently with the five year averages. As of the week ending October 25, 90 percent of the apple crop had been harvested compared to 87 percent last year and 90 percent for the five year average; and 78 percent of the sweet potato crop had been harvested compared to 68 percent last year and 76 percent for the five year average. Harvest wrapped up for seedless watermelon in eastern North Carolina; as did snap beans, cucumbers, eggplant, bell pepper, and squash in western North Carolina. Fall cabbage harvest began mid-month.

Precipitation was mostly normal for November. Temperatures were slightly below normal. Apple harvested wrapped up the week ending November 08 with 96 percent of the crop harvested compared to 96 percent last year and 99 percent for the five year average. Sweet potato harvest finished up the week ending November 22 with 97 percent of the crop harvested compared to 99 percent last year and 99 percent for the five year average.

**2014 NORTH CAROLINA FRUIT AND VEGETABLE SEASON  
GROWING AND HARVESTING (*CONTINUED*)**

Temperatures were above normal for December. Precipitation varied, but many growers reported wet field conditions for most of the month. Statewide topsoil moisture levels were rated at 2 percent short, 57 percent adequate, and 41 percent surplus; subsoil rates were 4 percent short, 68 percent adequate, and 28 percent surplus. Fall cabbage harvest wrapped up during the last week of the month.

*Source: USDA, NASS North Carolina Field Office*

**PRECIPITATION SUMMARY MONTH ENDING December 2014**

<b>CITY</b>	<b>TOTAL PRECIPITATION SINCE JANUARY 01, 2014 (INCHES)</b>	<b>DEPARTURE FROM NORMAL SINCE JANUARY 01, 2014 (INCHES)</b>
Asheville	46.96	-0.11
Clinton	45.80	-3.39
Dunn	45.18	-3.40
Elizabeth City	40.78	-6.08
Kinston	51.39	+0.27
Raleigh-Durham	55.29	+12.24
Waynesville	45.01	-3.76
Whiteville	50.70	+0.48
Wilmington	59.83	+2.76
Wilson	55.72	+9.08

*Source: USDA, NASS North Carolina Field Office*

## 2014 NORTH CAROLINA VEGETABLE SEASON

Shipments of vegetables from Eastern and Western North Carolina were exclusively by truck. The breakdown of shipments by commodity is as follows:

Vegetables	Eastern North Carolina		Western North Carolina		Shipments 10,000 Lb. Units
	Shipping Season		Shipping Season		
Beans	Jun 01	Jun 30	Jul 07	Oct 27	728
Cabbage					
Spring	May 21	Jul 18	-	-	1,439
Fall	Oct 11	Dec 31	-	-	1,606
Cucumbers	Jun 02	Jul 24	Jun 25	Oct 27	1,865
Potatoes					
Table Stock	Jun 14	Aug 04	-	-	2,345
Chip Stock	Jun 07	Aug 09	-	-	20,460
Squash	May 26	Jul 02	Jun 21	Oct 22	426
Eggplant	Jun 24	Jul 29	Jul 05	Oct 20	502
Bell Pepper	Jun 14	Aug 06	Jul 07	Oct 23	3,255

### MARKETING NORTH CAROLINA VEGETABLES FRESH MARKET VEGETABLES – ACREAGE, YIELD, PRODUCTION AND VALUE 2012-2014

	Area Harvested (Acres)			Yield Per Acre (Cwt.)			Production (1,000 Cwt.)		
	2012	2013	2014	2012	2013	2014	2012	2013	2014
Beans, Snap	4,300	4,100	4,300	40	39	40	172	160	172
Cabbage	3,400	2,900	2,800	270	270	230	918	783	644
Cucumbers	4,600	4,600	4,800	190	210	115	874	966	552
Peppers, Bell	2,200	1,700	2,100	310	250	210	682	425	441
Squash	2,700	1,900	3,000	200	51	54	540	97	162
	Value Per Cwt. (Dollars)			Value Total (1,000 Dollars)					
	2012	2013	2014	2012	2013	2014			
Beans, Snap	34.00	67.00	38.00	5,848	10,720	6,536			
Cabbage	12.30	19.00	15.00	11,291	14,877	9,660			
Cucumbers	15.60	17.00	19.00	13,634	16,422	10,488			
Peppers, Bell	29.00	37.00	44.00	19,778	15,725	19,404			
Squash	29.00	47.00	51.90	15,660	4,559	8,413			

Source: *Vegetables 2014 Summary (January 2015)*  
USDA, National Agricultural Statistics Service

## EASTERN NORTH CAROLINA CABBAGE

Cabbage is primarily grown in the Coastal Plain of North Carolina. According to the National Agricultural Statistics Service, 2,900 acres were planted and 2,800 total acres were harvested in 2014, compared to 2,900 acres harvested in 2013. Yields per acre were 230 cwt. in 2014 compared to 270 cwt. in 2013 and 270 cwt. in 2012. Production in 2014 accounted for 644,000 cwt. compared to 783,000 cwt. in 2013. Value of the 2014 crop was 9.7 million dollars. Production in 2013 was valued at 14.9 million dollars.

Spring transplanting usually begins around January 20 and is most active from February 05 – March 01. Transplanting is virtually complete by March 19. Spring harvest starts around April 20. Harvesting is most active May 10 – June 15 and is usually complete by June 30.

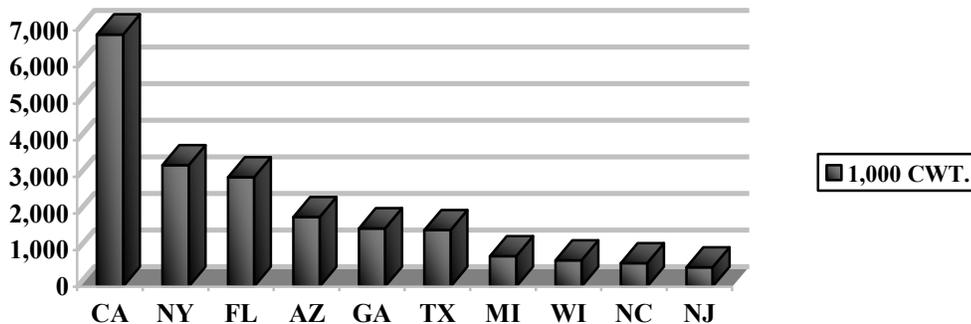
Fall transplanting normally begins around July 15, is most active from July 20 – August 05, and completed by August 10. Harvest is under way around October 15. November 10 – December 31 is when fall harvest is the most active. The production season is usually completed around January 31.

Round green and red cabbages are normally packaged in 50 pound cartons. Each carton contains 16-20 heads. Savoy cabbage is packaged in 40 pound cartons. Mesh sacks are also used.

### CABBAGE SHIPMENTS – 10,000 LB. UNITS

	<u>2014</u>	<u>2013</u>	<u>2012</u>
<b>SPRING</b>	1,439	1,866	1,761
<b>FALL</b>	1,606	908	1,274

### 2014 CABBAGE PRODUCTION TOP TEN STATES



**NORTH CAROLINA SPRING CABBAGE 2014 SEASON  
F.O.B. SHIPPING POINT BASIS**

The first f.o.b. shipping point price report for the spring crop was released on June 02. Opening prices for round green cabbage were \$9.00 to \$12.00. The final report was issued on July 03. Prices were \$8.00-\$9.00.

DATE	ROUND GREEN TYPE 50 POUND CARTONS MEDIUM		RED TYPE 50 POUND CARTONS MEDIUM		SAVOY TYPE 50 POUND CARTONS MEDIUM	
	LOW	HIGH	LOW	HIGH	LOW	HIGH
02-Jun	9.00	12.00	-	-	-	-
03-Jun	10.00	10.00	14.00	16.00	-	-
04-Jun	10.00	12.00	14.00	15.00	-	-
05-Jun	10.00	12.00	14.00	15.00	-	-
06-Jun	10.00	12.00	14.00	15.00	-	-
07-Jun	-	-	-	-	-	-
08-Jun	-	-	-	-	-	-
09-Jun	10.00	10.00	14.00	14.00	-	-
10-Jun	12.00	13.00	14.00	14.00	-	-
11-Jun	12.00	14.00	14.00	18.00	-	-
12-Jun	12.00	14.00	16.00	18.00	-	-
13-Jun	12.00	12.00	14.00	16.00	-	-
14-Jun	-	-	-	-	-	-
15-Jun	-	-	-	-	-	-
16-Jun	12.00	14.00	16.00	16.00	-	-
17-Jun	12.00	12.00	-	-	-	-
18-Jun	12.00	12.00	12.00	15.00	-	-
19-Jun	12.00	12.00	-	-	-	-
20-Jun	12.00	12.00	-	-	-	-
21-Jun	-	-	-	-	-	-
22-Jun	-	-	-	-	-	-
23-Jun	10.00	12.00	-	-	-	-
24-Jun	10.00	12.00	-	-	-	-
25-Jun	10.00	12.00	-	-	-	-
26-Jun	10.00	12.00	-	-	-	-
27-Jun	10.00	12.00	-	-	-	-
28-Jun	-	-	-	-	-	-
29-Jun	-	-	-	-	-	-
30-Jun	8.00	12.00	-	-	-	-
01-Jul	8.00	9.00	-	-	-	-
02-Jul	8.00	9.00	-	-	-	-
03-Jul	8.00	9.00	-	-	-	-
04-Jul	-	-	-	-	-	-
05-Jul	-	-	-	-	-	-
06-Jul	-	-	-	-	-	-
07-Jul	-	-	-	-	-	-
08-Jul	-	-	-	-	-	-

**NORTH CAROLINA FALL CABBAGE 2014 SEASON  
F.O.B. SHIPPING POINT BASIS**

The first f.o.b. shipping point price report for the fall crop was released on October 27. Opening prices for round green cabbage were \$7.00 to \$8.00. The final report was issued on December 09. Prices were \$7.00 to \$9.00.

DATE	ROUND GREEN TYPE 50 POUND CARTONS MEDIUM		RED TYPE 50 POUND CARTONS MEDIUM		SAVOY TYPE 50 POUND CARTONS MEDIUM	
	LOW	HIGH	LOW	HIGH	LOW	HIGH
27-Oct	7.00	8.00	-	-	-	-
28-Oct	6.00	8.00	-	-	-	-
29-Oct	6.00	8.00	-	-	-	-
30-Oct	6.00	8.00	-	-	-	-
31-Oct	6.00	8.00	-	-	-	-
01-Nov	-	-	-	-	-	-
02-Nov	-	-	-	-	-	-
03-Nov	6.00	8.00	-	-	-	-
04-Nov	6.00	8.00	-	-	-	-
05-Nov	6.00	8.00	-	-	-	-
06-Nov	6.00	8.00	-	-	-	-
07-Nov	6.00	8.00	-	-	-	-
08-Nov	-	-	-	-	-	-
09-Nov	-	-	-	-	-	-
10-Nov	6.00	8.00	-	-	-	-
11-Nov	-	-	-	-	-	-
12-Nov	6.00	9.00	-	-	-	-
13-Nov	6.00	9.00	-	-	-	-
14-Nov	6.00	9.00	-	-	-	-
15-Nov	-	-	-	-	-	-
16-Nov	-	-	-	-	-	-
17-Nov	6.00	9.00	-	-	-	-
18-Nov	7.00	9.00	-	-	-	-
19-Nov	7.00	9.00	-	-	-	-
20-Nov	7.00	9.00	-	-	-	-
21-Nov	7.00	9.00	-	-	-	-
22-Nov	-	-	-	-	-	-
23-Nov	-	-	-	-	-	-
24-Nov	7.00	10.00	-	-	-	-
25-Nov	7.00	10.00	-	-	-	-
26-Nov	7.00	10.00	-	-	-	-
27-Nov	-	-	-	-	-	-
28-Nov	-	-	-	-	-	-
29-Nov	-	-	-	-	-	-
30-Nov	-	-	-	-	-	-
01-Dec	7.00	9.00	-	-	-	-
02-Dec	7.00	9.00	-	-	-	-
03-Dec	7.00	9.00	-	-	-	-
04-Dec	7.00	9.00	-	-	-	-
05-Dec	7.00	9.00	-	-	-	-
06-Dec	-	-	-	-	-	-
07-Dec	-	-	-	-	-	-
08-Dec	7.00	9.00	-	-	-	-
09-Dec	7.00	9.00	-	-	-	-



**WESTERN NORTH CAROLINA SQUASH 2014 SEASON  
WEEKLY F.O.B. SHIPPING POINT BASIS**

WEEK ENDING	ZUCCHINI 1/2 BU CTNS/CRTS				YELLOW STRAIGHTNECK 1/2 BU CTNS/CRTS				YELLOW CROOKNECK 3/4 BU CTNS/CRTS			
	MEDIUM		SMALL		MEDIUM		SMALL		MEDIUM		SMALL	
	LOW	HIGH	LOW	HIGH	LOW	HIGH	LOW	HIGH	LOW	HIGH	LOW	HIGH
05-Jul	3.00	6.35	5.00	8.35	4.00	6.35	6.00	8.35	4.00	6.00	10.00	12.00
12-Jul	6.00	8.35	8.00	10.35	6.00	8.35	8.00	10.35	6.00	8.00	10.00	12.00
19-Jul	5.00	8.35	8.00	10.35	6.00	10.00	8.00	12.00	6.00	10.00	10.00	14.00
26-Jul	6.00	9.00	8.00	10.35	8.00	8.35	10.00	10.35	10.00	10.35	14.00	16.35
02-Aug	8.00	10.00	10.00	12.00	8.00	10.35	10.00	12.35	10.00	10.35	15.00	18.00
09-Aug	8.00	10.95	10.00	12.95	10.00	10.35	12.00	12.35	8.35	10.35	16.35	18.35
16-Aug	8.00	10.95	10.00	12.95	10.00	10.35	12.00	12.35	8.35	10.95	18.35	18.35
23-Aug	10.35	10.95	12.35	13.35	10.00	10.35	12.00	12.35	8.35	10.95	16.35	18.35
30-Aug	10.35	10.95	12.35	13.35	10.35	12.95	12.35	14.95	10.35	10.35	16.35	18.35
06-Sep	10.35	10.35	12.35	12.35	10.35	12.35	12.35	14.35	10.35	10.35	18.35	18.35
13-Sep	8.35	10.95	10.35	12.95	10.35	12.35	12.35	14.95	10.35	10.35	18.35	18.95
20-Sep	10.35	10.95	12.35	12.95	12.35	12.95	14.35	14.95	9.35	12.35	18.35	20.35
27-Sep	-	-	-	-	-	-	-	-	-	-	-	-
04-Oct	18.35	20.35	20.35	22.35	-	-	-	-	14.35	20.95	18.35	24.95
11-Oct	18.35	18.95	20.35	22.95	-	-	-	-	14.35	20.95	18.35	24.95
18-Oct	8.35	17.35	14.95	20.35	-	-	-	-	12.35	16.95	16.35	20.95
25-Oct	6.35	8.35	8.35	10.35	-	-	-	-	12.35	14.35	16.35	18.35

**EASTERN NORTH CAROLINA CUCUMBERS 2014 SEASON  
F.O.B. SHIPPING POINT BASIS**

DATE	WAXED 1 1/9 BU CTNS/CRTS MEDIUM		WAXED 1 1/9 BU CTNS/CRTS FAIR QUALITY		WAXED CTNS 24S	
	LOW	HIGH	LOW	HIGH	LOW	HIGH
05-Jun	-	-	10.00	10.35	7.35	8.00
06-Jun	20.00	20.35	8.00	10.35	7.00	7.35
07-Jun	-	-	-	-	-	-
08-Jun	-	-	-	-	-	-
09-Jun	20.00	20.35	8.00	8.35	6.00	7.00
10-Jun	20.00	20.35	7.00	8.35	6.00	7.00
11-Jun	20.00	20.35	6.00	6.35	5.00	6.00
12-Jun	18.00	20.35	6.00	6.35	5.00	6.00
13-Jun	18.00	18.35	6.00	6.35	5.00	6.00
14-Jun	-	-	-	-	-	-
15-Jun	-	-	-	-	-	-
16-Jun	18.00	20.00	5.50	6.35	5.00	6.00
17-Jun	18.00	20.00	6.00	6.35	5.00	6.00
18-Jun	18.00	18.35	6.00	7.00	5.00	5.35
19-Jun	18.00	18.35	6.00	8.00	5.00	8.00
20-Jun	18.00	18.35	6.00	8.00	5.00	8.00
21-Jun	-	-	-	-	-	-
22-Jun	-	-	-	-	-	-
23-Jun	20.00	20.35	8.00	10.00	6.00	8.00
24-Jun	-	-	-	-	-	-
25-Jun	20.00	22.00	12.00	14.00	7.00	7.00
26-Jun	20.00	24.00	12.00	12.00	7.00	8.00
27-Jun	-	-	-	-	-	-
28-Jun	-	-	-	-	-	-
29-Jun	-	-	-	-	-	-
30-Jun	-	-	-	-	-	-

**WESTERN NORTH CAROLINA CUCUMBERS 2014 SEASON  
WEEKLY F.O.B. SHIPPING POINT BASIS**

DATE	WAXED 1 1/9 BU CTNS/CRTS MEDIUM		WAXED 1 1/9 BU CTNS/CRTS FAIR QUALITY		WAXED CTNS 24S	
	LOW	HIGH	LOW	HIGH	LOW	HIGH
12-Jul	20.00	24.00	12.00	14.00	-	-
19-Jul	20.00	20.35	12.00	14.00	-	-
26-Jul	14.00	20.00	8.00	14.00	-	-
02-Aug	10.00	12.35	8.00	9.35	-	-
09-Aug	10.00	14.35	6.00	9.35	-	-
16-Aug	16.35	18.35	10.00	12.35	-	-
23-Aug	14.00	16.95	8.00	10.35	-	-
30-Aug	16.35	17.35	8.00	10.35	-	-
06-Sep	16.35	17.35	8.00	10.35	-	-
13-Sep	14.00	18.95	8.00	10.95	-	-
20-Sep	14.35	16.95	8.35	10.35	-	-
27-Sep	-	-	-	-	-	-
04-Oct	20.35	24.95	14.35	18.95	-	-
11-Oct	-	-	12.35	16.35	-	-
18-Oct	16.35	18.35	10.35	12.95	-	-
25-Oct	-	-	-	-	-	-

**EASTERN NORTH CAROLINA BEANS 2014 SEASON  
F.O.B. SHIPPING POINT BASIS**

**ROUND GREEN TYPE  
BU CTNS/CRTS  
MACHINE PICKED**

<b>DATE</b>	<b>LOW</b>	<b>HIGH</b>
10-Jun	18.00	20.00
11-Jun	18.00	19.00
12-Jun	19.00	21.00
13-Jun	20.00	21.00
14-Jun	-	-
15-Jun	-	-
16-Jun	20.00	21.00
17-Jun	20.00	21.00
18-Jun	20.00	21.00
19-Jun	18.00	21.00
20-Jun	18.00	18.00
21-Jun	-	-
22-Jun	-	-
23-Jun	18.00	18.00
24-Jun	18.00	18.00
25-Jun	16.00	18.00
26-Jun	16.85	18.00
27-Jun	16.00	18.00
28-Jun	-	-
29-Jun	-	-
30-Jun	16.00	16.00
01-Jul	-	-

**WESTERN NORTH CAROLINA BEANS 2014 SEASON  
WEEKLY F.O.B. SHIPPING POINT BASIS**

**ROUND GREEN TYPE  
BUSHEL CRATES**

<b>WEEK ENDING</b>	<b>LOW</b>	<b>HIGH</b>
12-Jul	17.00	17.35
19-Jul	16.00	17.35
26-Jul	13.00	16.35
02-Aug	11.00	14.00
09-Aug	10.35	12.35
16-Aug	11.35	16.35
23-Aug	16.35	16.35
30-Aug	12.35	14.35
06-Sep	11.35	13.35
13-Sep	9.35	14.35
20-Sep	14.35	20.35
27-Sep	18.35	21.35
04-Oct	18.35	18.35
11-Oct	18.35	20.35



**WESTERN NORTH CAROLINA PEPPER 2014 SEASON  
WEEKLY F.O.B. SHIPPING POINT BASIS**

**BELL TYPE GREEN  
1 1/9 BUSHEL CARTONS**

WEEK ENDING	JUMBO		EXTRA LARGE		FAIR QUALITY		LARGE		MEDIUM	
	LOW	HIGH	LOW	HIGH	LOW	HIGH	LOW	HIGH	LOW	HIGH
12-Jul	14.00	20.95	14.00	20.95	12.00	16.95	-	-	-	-
19-Jul	16.00	20.95	16.00	20.95	14.00	16.95	16.00	18.95	16.00	18.95
26-Jul	16.00	20.35	16.00	20.35	12.00	16.35	14.00	18.00	14.00	18.00
02-Aug	10.00	14.00	10.00	14.00	8.95	12.35	9.95	12.35	9.95	12.35
09-Aug	10.00	12.35	10.00	12.35	8.00	10.35	9.95	10.35	9.35	10.35
16-Aug	10.00	12.35	10.00	12.35	9.35	10.35	9.95	12.35	9.95	10.35
23-Aug	9.00	12.35	9.00	12.35	7.00	10.35	8.35	10.35	9.35	10.35
30-Aug	8.95	10.35	8.95	10.35	7.00	8.95	8.35	10.35	8.35	9.35
06-Sep	10.00	11.35	10.35	11.35	8.00	8.95	8.35	11.35	10.95	11.35
13-Sep	10.00	16.95	10.00	16.95	8.00	14.95	9.00	15.95	10.95	15.95
20-Sep	12.00	16.95	12.00	16.95	10.00	12.95	10.00	14.95	12.35	14.95
27-Sep	11.35	14.95	10.35	14.95	8.35	12.95	10.35	12.95	10.35	12.95
04-Oct	10.35	14.95	10.35	14.95	8.35	10.95	10.35	12.95	10.35	12.95
11-Oct	12.35	16.95	12.35	16.95	10.35	12.95	10.35	14.95	10.35	12.95
18-Oct	14.35	15.35	14.35	16.35	10.95	14.35	12.35	15.35	-	-
25-Oct	14.35	14.35	14.35	14.35	11.35	12.35	12.35	12.35	-	-

**WESTERN NORTH CAROLINA EGGPLANT 2014 SEASON  
WEEKLY F.O.B. SHIPPING POINT BASIS**

**1 1/9 BUSHEL CARTONS    1 1/9 BUSHEL CARTONS  
MEDIUM                                  FAIR QUALITY**

<b>WEEK ENDING</b>	<b>LOW</b>	<b>HIGH</b>	<b>LOW</b>	<b>HIGH</b>
12-Jul	10.00	10.35	6.00	8.00
19-Jul	10.00	12.00	6.00	8.00
26-Jul	10.00	12.00	6.00	7.35
02-Aug	10.00	12.35	6.00	8.35
09-Aug	9.35	12.95	6.00	8.95
16-Aug	9.35	10.35	6.35	7.35
23-Aug	10.35	10.35	6.35	6.35
30-Aug	10.35	10.95	6.35	6.35
06-Sep	10.35	10.85	5.35	6.35
13-Sep	10.35	12.95	6.35	7.35
20-Sep	10.35	12.95	6.35	8.35
27-Sep	8.35	12.35	5.35	7.35
04-Oct	8.35	10.35	5.35	6.95
11-Oct	8.35	10.95	5.35	6.95
18-Oct	8.35	10.95	-	-
25-Oct	8.35	10.35	-	-

## MARKETING EASTERN NORTH CAROLINA POTATOES

**PRODUCTION:** According to the National Agricultural Statistics Service, growers in the spring and summer of 2014 harvested 13,500 acres of potatoes compared to 13,500 acres in 2013. Yield per acre was 210 cwt. compared to 240 cwt. in 2013. Total production for 2014 was 284.5 million pounds compared to 324.0 million pounds in 2013.

**GROWING AND HARVESTING:** Potatoes grown in Eastern North Carolina are generally Round White varieties used for both chip and table purposes, with the chip stock the dominant usage. A few Round Reds, Yellow Type, and Russets are grown for table use. Potatoes are generally grown in the coastal areas of North Carolina from the Beaufort area north to the Elizabeth City area.

**MARKETING:** Table - Packed in 50 pound sacks, baled in 5 10-pound sacks and baled in 10 5-pound sacks. The first f.o.b. price report for Round White U.S. No. One, size A 50 pound sacks was on July 01 and was \$10.00. The last price report was on July 21 at \$8.00-\$9.00. Round Red U.S. No. One, size A 50 pound sacks were first reported on July 07 and were mostly \$10.00-\$11.00. The last price report was on July 25 at \$8.00-\$9.00. The first f.o.b. price report for Yellow Type U.S. No. One, size A 50 pound sacks was on July 22 and was mostly \$12.00. The last price report was on July 25 at \$12.00.

Chip – Potatoes were sold bulk per hundred weight and marketed in 2014 on both a contract and an open market basis. The general contract price on Round White Atlantics 85% or better U.S. No. One bulk per cwt. was \$10.75-\$11.75; open market ranged \$6.00-\$11.50.

**TRANSPORTATION:** Trucks are the main commercial means to transport the potato crop. Shipments of table stock potatoes reported to the Market News Service totaled 23.5 million pounds. This compares to 27.0 million pounds for the previous year. Movement was moderate throughout the season. Shipments of chip potatoes reported amounted to 204.6 million pounds compared with 239.6 million pounds reported in 2013.

### NORTH CAROLINA CHIP POTATO SHIPMENTS FOR THE 2014 SEASON

WEEK ENDING	SHIPMENTS (CWT.)	PRICE TO GROWERS (OPEN MARKET)		PRICE TO GROWERS (PER CWT CONTRACT)	
		LOW	HIGH	LOW	HIGH
07-JUN	980	-	-	-	-
14-JUN	18,183	-	-	-	-
21-JUN	252,369	-	-	-	-
28-JUN	416,064	-	-	10.75	11.75
05-JUL	355,224	8.50	11.50	10.75	11.75
12-JUL	420,751	8.50	8.50	10.75	11.75
19-JUL	353,995	7.00	10.50	10.75	11.75
26-JUL	193,530	7.00	10.50	10.75	11.25
02-AUG	32,910	6.00	7.25	10.75	11.25
09-AUG	1,840	-	-	-	-

**NORTH CAROLINA POTATOES 2014 SEASON  
F.O.B. SHIPPING POINT BASIS**

DATE	ROUND RED U.S. ONE 50 LB. SACKS SIZE A		ROUND RED U.S. ONE 50 LB. SACKS SIZE B		ROUND RED U.S. ONE TOTE BAGS APPROX 2,000 LBS. PER HUNDREDWEIGHT SIZE A	
	LOW	HIGH	LOW	HIGH	LOW	HIGH
25-Jun	-	-	-	-	-	-
26-Jun	-	-	-	-	-	-
27-Jun	-	-	-	-	-	-
28-Jun	-	-	-	-	-	-
29-Jun	-	-	-	-	-	-
30-Jun	-	-	-	-	-	-
01-Jul	-	-	-	-	-	-
02-Jul	-	-	-	-	-	-
03-Jul	-	-	-	-	-	-
04-Jul	-	-	-	-	-	-
05-Jul	-	-	-	-	-	-
06-Jul	-	-	-	-	-	-
07-Jul	10.00	11.00	16.00	17.00	18.00	20.00
08-Jul	10.00	10.00	16.00	18.00	18.00	20.00
09-Jul	10.00	10.00	16.00	18.00	18.00	20.00
10-Jul	10.00	10.00	16.00	18.00	16.00	20.00
11-Jul	9.00	10.00	16.00	17.00	16.00	20.00
12-Jul	-	-	-	-	-	-
13-Jul	-	-	-	-	-	-
14-Jul	9.00	10.00	16.00	16.00	16.00	20.00
15-Jul	9.00	10.00	16.00	16.00	16.00	20.00
16-Jul	9.00	10.00	16.00	16.00	16.00	20.00
17-Jul	9.00	10.00	16.00	16.00	16.00	20.00
18-Jul	9.00	10.00	16.00	16.00	16.00	20.00
19-Jul	-	-	-	-	-	-
20-Jul	-	-	-	-	-	-
21-Jul	9.00	9.00	16.00	16.00	16.00	18.00
22-Jul	9.00	9.00	16.00	16.00	16.00	18.00
23-Jul	9.00	9.00	16.00	16.00	16.00	18.00
24-Jul	8.00	9.00	16.00	16.00	16.00	18.00
25-Jul	8.00	9.00	15.50	16.00	14.50	17.50
26-Jul	-	-	-	-	-	-
27-Jul	-	-	-	-	-	-
28-Jul	-	-	-	-	-	-

**NORTH CAROLINA POTATOES 2014 SEASON  
F.O.B. SHIPPING POINT BASIS (CONTINUED)**

DATE	ROUND WHITE U.S. ONE 50 LB. SACKS SIZE A		ROUND WHITE U.S. ONE 50 LB. SACKS SIZE B		ROUND WHITE U.S. ONE TOTE BAGS APPROX 2,000 LBS. PER HUNDREDWEIGHT SIZE A	
	LOW	HIGH	LOW	HIGH	LOW	HIGH
25-Jun	-	-	-	-	20.00	22.00
26-Jun	-	-	-	-	20.00	22.00
27-Jun	-	-	10.00	10.00	20.00	22.00
28-Jun	-	-	-	-	-	-
29-Jun	-	-	-	-	-	-
30-Jun	-	-	10.00	10.00	19.00	20.00
01-Jul	10.00	10.00	10.00	10.00	19.00	20.00
02-Jul	9.00	10.00	9.00	10.00	18.00	20.00
03-Jul	9.00	10.00	9.00	10.00	18.00	20.00
04-Jul	-	-	-	-	-	-
05-Jul	-	-	-	-	-	-
06-Jul	-	-	-	-	-	-
07-Jul	9.00	10.00	9.00	10.00	18.00	20.00
08-Jul	9.00	10.00	9.00	10.00	18.00	20.00
09-Jul	9.00	10.00	9.00	10.00	18.00	20.00
10-Jul	9.00	10.00	9.00	10.00	18.00	18.00
11-Jul	8.00	9.00	9.00	9.00	17.00	18.00
12-Jul	-	-	-	-	-	-
13-Jul	-	-	-	-	-	-
14-Jul	8.00	9.00	8.00	9.00	16.00	18.00
15-Jul	8.00	9.00	8.00	9.00	16.00	18.00
16-Jul	8.00	9.00	8.00	9.00	16.00	18.00
17-Jul	9.00	9.00	8.00	9.00	16.00	18.00
18-Jul	9.00	9.00	8.00	9.00	16.00	18.00
19-Jul	-	-	-	-	-	-
20-Jul	-	-	-	-	-	-
21-Jul	8.00	9.00	8.00	9.00	15.00	16.00
22-Jul	-	-	-	-	-	-
23-Jul	-	-	-	-	-	-
24-Jul	-	-	-	-	-	-
25-Jul	-	-	-	-	-	-
26-Jul	-	-	-	-	-	-
27-Jul	-	-	-	-	-	-
28-Jul	-	-	-	-	-	-

**NORTH CAROLINA POTATOES 2014 SEASON  
F.O.B. SHIPPING POINT BASIS (CONTINUED)**

DATE	YELLOW TYPE U.S. ONE 50 LB. SACKS SIZE A		YELLOW TYPE U.S. ONE 50 LB. SACKS SIZE B		YELLOW TYPE U.S. ONE TOTE BAGS APPROX 2,000 LBS. PER HUNDREDWEIGHT SIZE A	
	LOW	HIGH	LOW	HIGH	LOW	HIGH
25-Jun	-	-	-	-	-	-
26-Jun	-	-	-	-	-	-
27-Jun	-	-	-	-	-	-
28-Jun	-	-	-	-	-	-
29-Jun	-	-	-	-	-	-
30-Jun	-	-	-	-	-	-
01-Jul	-	-	-	-	-	-
02-Jul	-	-	-	-	-	-
03-Jul	-	-	-	-	-	-
04-Jul	-	-	-	-	-	-
05-Jul	-	-	-	-	-	-
06-Jul	-	-	-	-	-	-
07-Jul	-	-	-	-	-	-
08-Jul	-	-	-	-	24.00	24.00
09-Jul	-	-	-	-	24.00	24.00
10-Jul	-	-	-	-	24.00	24.00
11-Jul	-	-	-	-	23.00	24.00
12-Jul	-	-	-	-	-	-
13-Jul	-	-	-	-	-	-
14-Jul	-	-	-	-	24.00	24.00
15-Jul	-	-	-	-	23.00	24.00
16-Jul	-	-	-	-	23.00	24.00
17-Jul	-	-	-	-	22.00	24.00
18-Jul	-	-	-	-	22.00	24.00
19-Jul	-	-	-	-	-	-
20-Jul	-	-	-	-	-	-
21-Jul	-	-	-	-	22.00	24.00
22-Jul	12.00	12.00	-	-	24.00	24.00
23-Jul	12.00	12.00	-	-	24.00	24.00
24-Jul	12.00	12.00	-	-	24.00	24.00
25-Jul	12.00	12.00	-	-	24.00	24.00
26-Jul	-	-	-	-	-	-
27-Jul	-	-	-	-	-	-
28-Jul	-	-	-	-	-	-

## 2013-2014 NORTH CAROLINA GREENS

The largest area of production on a commercial basis is located in the southeastern part of the state. Varieties of greens planted and shipped include collards, kale, mustard and turnip tops, with collards and kale representing the largest percentage. Greens are sold as loose or in bunches and shipped in ice packed containers. Each container weighs approximately 20-25 pounds.

Greens grown for fresh market are planted during several different intervals. These staggered plantings are to ensure a constant supply of greens throughout the season. Planting for the winter crop usually begins around July 01 and ends by late August. Planting for the spring crop begins around January 15 and ends March 01.

Initial harvest of the winter crop begins in early September. At the beginning of November, harvesting was active as promotional orders for the Thanksgiving holiday shipping period took place.

The first f.o.b. price report was released on October 07. Prices were \$7.00-\$8.00 per carton. Prices at mid-season were \$6.50-\$10.00. At the close of the season, prices were generally \$6.50-\$8.00. Commercial shipments for the 2013 crop totaled approximately 587 truckloads. North Carolina greens are shipped throughout the state, along the East Coast and Tennessee.

### 2013-2014 WEEKLY GREENS PRICES RECEIVED BY SHIPPERS DOLLARS PER CARTON

2013	LOW	HIGH	2014	LOW	HIGH	2014	LOW	HIGH
07-Sep	-	-	04-Jan	6.50	8.00	10-May	6.50	9.00
14-Sep	-	-	11-Jan	6.50	8.00	17-May	6.50	9.00
21-Sep	-	-	18-Jan	7.00	8.00	24-May	6.50	9.00
28-Sep	-	-	25-Jan	7.00	8.00	31-May	6.50	8.00
05-Oct	-	-	01-Feb	-	-	07-Jun	6.50	8.00
12-Oct	6.50	8.00	08-Feb	-	-	14-Jun	6.50	8.00
19-Oct	6.50	8.00	15-Feb	-	-	21-Jun	-	-
26-Oct	6.50	8.00	22-Feb	-	-	28-Jun	-	-
02-Nov	6.50	8.00	01-Mar	-	-	05-Jul	-	-
09-Nov	6.50	8.00	08-Mar	-	-	12-Jul	-	-
16-Nov	6.50	8.00	15-Mar	-	-	19-Jul	-	-
23-Nov	6.50	8.00	22-Mar	-	-	26-Jul	-	-
30-Nov	6.50	8.00	29-Mar	6.50	10.00	02-Aug	-	-
07-Dec	6.50	8.00	05-Apr	6.50	10.00	09-Aug	-	-
14-Dec	6.50	8.00	12-Apr	6.50	9.00	16-Aug	-	-
21-Dec	6.50	8.00	19-Apr	6.50	9.00	23-Aug	-	-
28-Dec	6.50	8.00	26-Apr	6.50	9.00	30-Aug	-	-
			03-May	6.50	8.00			

## REVIEW OF THE 2013 SWEET POTATO CROP

### GROWING

Transplanting and related activities got underway the first week in May. For the week ending May 18, about 30 percent of the crop was transplanted compared to 14 percent for 2012, and 22 percent for the average of the previous five years. For the week ending July 20, 98 percent of the crop was transplanted compared to 100 percent for 2012, and 96 percent for the previous five-year average.

### HARVESTING

Harvesting began in September and progressed at a slightly slower pace than the previous year. The harvest concluded during mid-November. For the week ending October 19, about 67 percent of the crop had been harvested compared to 67 percent for the previous five years.

### MARKETING

Packers and shippers marketed sweet potatoes in 40 pound cartons, 5 and 10 pound cartons and polybags.

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#### MONTHLY AVERAGE F.O.B. PRICE COMPARISON FOR 2009-2013

Shipping Point Prices - U.S. No. 1, 40 Lb. Cartons

	2009	2010	2011	2012	2013
September	15.00	19.00	16.00	-	-
October	15.50	19.00	16.00	14.00	17.00
November	15.50	17.50	15.25	14.00	17.00
December	15.50	17.00	15.00	14.00	16.75
January	15.50	16.70	15.00	14.00	17.00
February	15.50	16.50	15.00	14.00	17.00
March	15.50	16.50	15.00	14.00	17.00
April	15.63	16.50	15.00	14.00	17.13
May	16.60	16.50	15.00	14.00	17.80
June	17.50	16.50	14.00	14.00	19.00
July	18.10	16.50	14.00	14.38	19.63
August	18.50	16.50	14.00	15.40	20.70
September	19.00	16.50	14.00	16.88	20.33
October	19.00	-	14.00	17.00	-
November	-	-	14.00	-	-

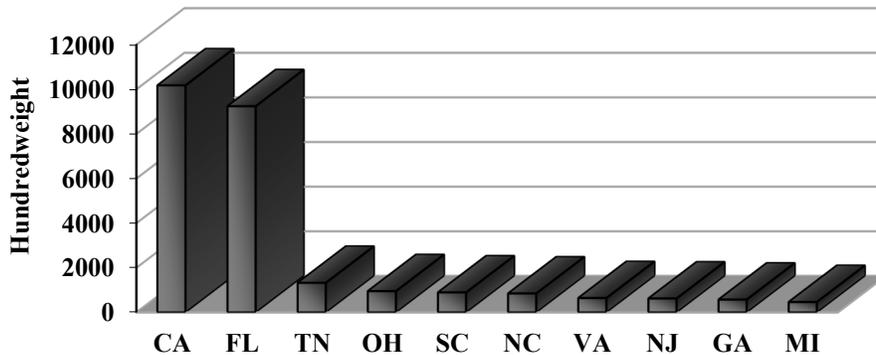
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**WESTERN NORTH CAROLINA TOMATOES  
2014 SEASON**

North Carolina ranked sixth in the United States in total tomato production in 2014. According to the United States Department of Agriculture National Agricultural Statistics Service, harvested acreage in 2014 totaled 3,400 compared to 3,200 in 2013. Yield per acre amounted to 250 cwt. compared with 325 cwt. in 2013. Production in 2014 accounted for 85.0 million pounds compared to 104.0 million pounds the previous year. Value of the 2014 crop was 35.7 million dollars. The previous year's production was valued at 45.2 million dollars.

**2014 TOMATO PRODUCTION TOP TEN STATES**



**WEEKLY WESTERN NORTH CAROLINA TOMATOES 2014 SEASON  
U.S. COMBINATION OR BETTER, VINE RIPES  
DOLLARS PER 25 POUND CARTONS LOOSE**

WEEK ENDING	PRICE FOR LARGE		PRICE FOR EXTRA LARGE		PRICE FOR JUMBO	
	LOW	HIGH	LOW	HIGH	LOW	HIGH
26-Jul	8.95	10.95	9.95	11.95	-	-
02-Aug	6.95	10.95	7.95	12.70	7.95	10.95
09-Aug	6.95	9.95	6.95	9.95	6.95	8.95
16-Aug	8.95	10.95	7.95	10.95	7.95	10.95
23-Aug	6.95	10.95	6.95	10.95	6.95	10.95
30-Aug	4.95	7.95	4.95	7.95	4.95	7.95
06-Sep	4.95	7.95	4.95	7.95	4.95	7.95
13-Sep	5.95	8.95	5.95	8.95	5.95	8.95
20-Sep	6.95	8.95	6.95	8.95	6.95	8.95
27-Sep	6.95	8.95	6.95	8.95	6.95	8.95
04-Oct	5.95	8.95	5.95	8.95	5.95	8.95
11-Oct	6.95	14.95*	5.95	14.95*	5.95	14.95*
18-Oct	20.95*	24.95*	20.95*	24.95*	20.95*	24.94*

\*Higher F.O.B prices represent a shortage in supply at the end of the growing season.

**WESTERN NORTH CAROLINA GRAPE TYPE TOMATOES  
WEEKLY F.O.B. SHIPPING POINT BASIS**

WEEK ENDING	PRICE FOR 20 LB CTNS LOOSE		PRICE FOR FLTS 12 1-PT CONTAINERS	
	LOW	HIGH	LOW	HIGH
26-Jul	-	-	7.95	8.95
02-Aug	-	-	6.95	8.95
09-Aug	-	-	6.95	8.95
16-Aug	-	-	6.95	8.95
23-Aug	-	-	6.95	8.95
30-Aug	-	-	6.95	7.95
06-Sep	-	-	6.95	7.95
13-Sep	-	-	6.95	8.95
20-Sep	-	-	7.95	9.95
27-Sep	-	-	6.95	9.95
04-Oct	-	-	7.95	9.95
11-Oct	-	-	10.95*	12.95*
18-Oct	-	-	-	-

*\*Higher F.O.B prices represent a shortage in supply at the end of the growing season.*

**WESTERN NORTH CAROLINA PLUM TYPE TOMATOES  
WEEKLY F.O.B. SHIPPING POINT BASIS**

WEEK ENDING	PRICE FOR ROMA LARGE		PRICE FOR ROMA EXTRA LARGE	
	LOW	HIGH	LOW	HIGH
26-Jul	-	-	-	-
02-Aug	-	-	-	-
09-Aug	-	-	8.95	10.95
16-Aug	-	-	8.95	10.95
23-Aug	-	-	7.95	10.95
30-Aug	-	-	7.95	9.95
06-Sep	-	-	7.95	10.95
13-Sep	-	-	10.95	16.95
20-Sep	-	-	13.95	15.95
27-Sep	-	-	12.95	15.95
04-Oct	-	-	12.95	13.95
11-Oct	-	-	12.95	18.95*
18-Oct	-	-	18.95*	24.95*

*\*Higher F.O.B prices represent a shortage in supply at the end of the growing season.*



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