

# Fruit and Tree Nut Wholesale Markets: 2015–2021 Price Report

This publication informs agricultural producers, buyers, lenders, and other interested groups about wholesale market prices for fruits and tree nuts commonly grown in Mississippi and the southern United States. Awareness of average prices in the market can help agricultural producers develop crop planning budgets, forecast potential crop and farm returns, and make informed investment decisions during the crop planning process. Knowledge of publicly available market price information might also help suppliers and buyers negotiate fair market prices and purchasing contract terms by reducing any imbalance in parties' access to price information.

## Data

The prices summarized in this publication are terminal market prices obtained from the U.S. Department of Agriculture, Agricultural Marketing Service (AMS) Terminal Market Report. Reported prices are from products sold in selected terminal markets at major U.S. cities during the 2015–2021 period. This report focuses on fruits and tree nuts commonly grown in Mississippi and nearby states. While these prices do not

specifically reflect local farm-gate fruit and tree nut prices in the state, they provide a baseline for wholesale market prices received by agricultural producers. Wholesale price descriptive statistics for the following fruits and tree nuts are included:

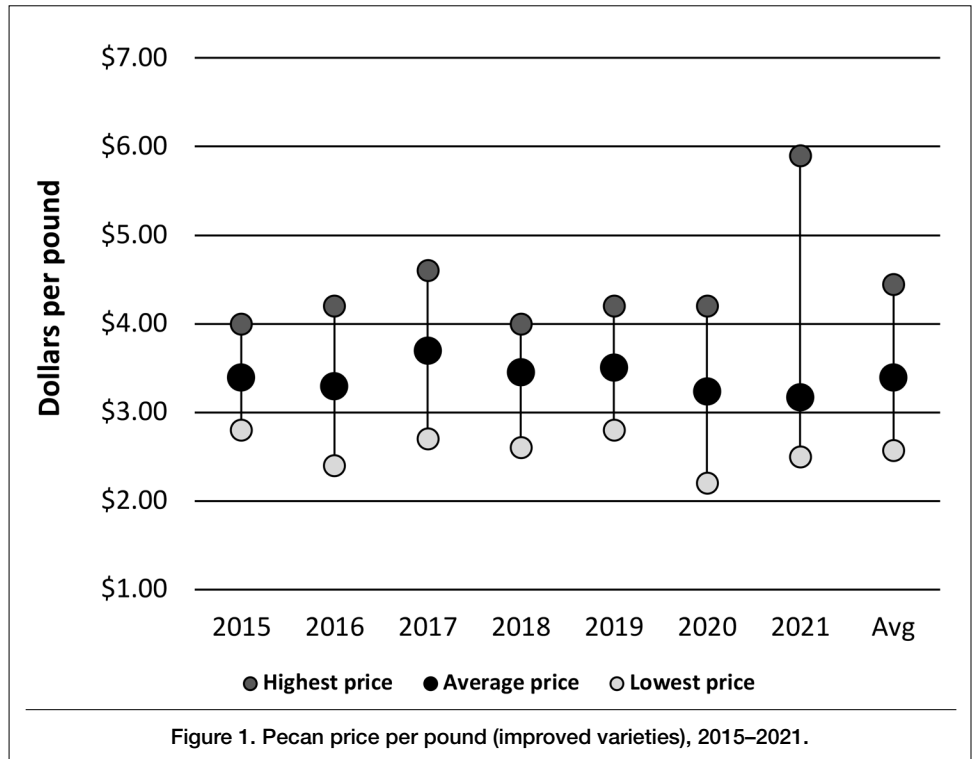
- Pecans
- Cantaloupes
- Peaches
- Watermelons
- Blueberries

## Average Prices, 2015–2021

The following figures depict the average annual prices and the overall average prices during the 2015–2021 period. For each commodity, we also report the lowest and highest price observed across the selected terminal markets each year. Because the reported prices may combine various sizes, varieties, and quality grades, some commodities may have wide price ranges.

## Pecans

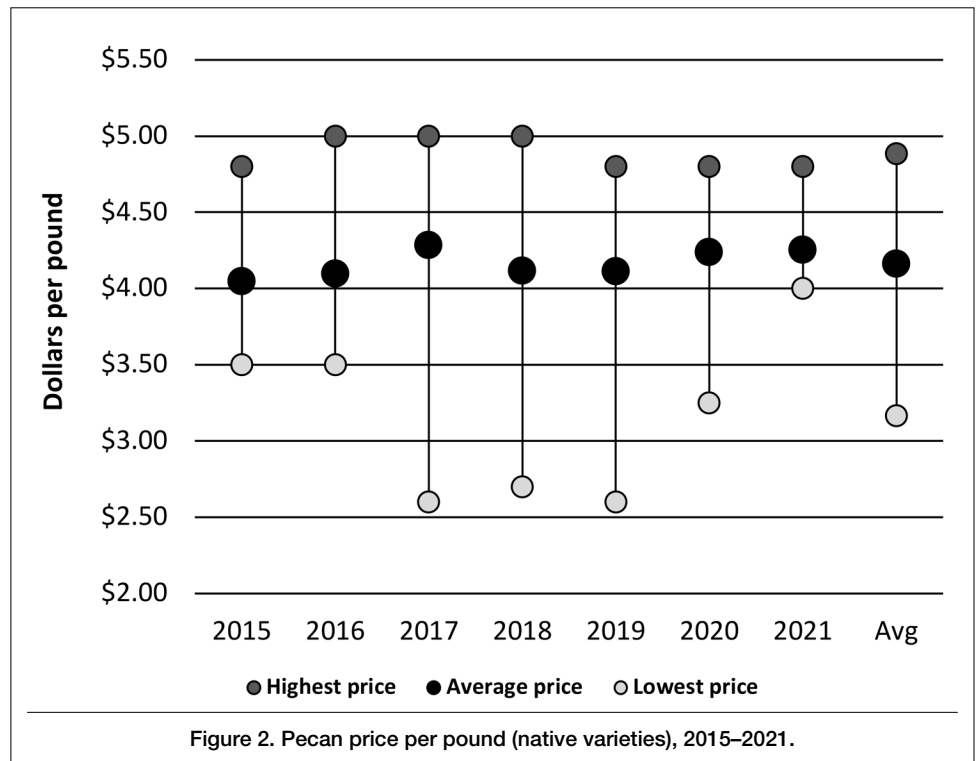
Figure 1 shows the per-pound average wholesale prices of improved pecan varieties sold in sacks or cartons weighing approximately 50 pounds. Estimates include pecans of various sizes and varieties. From 2015 to 2021, the overall average wholesale price of improved pecans was \$3.39 per pound, with an average low of \$2.57 and an average high of \$4.44. The lowest per-pound wholesale price observed during this period was \$2.20 in 2020, and the highest was \$5.90 in 2021.



### Price per pound for pecans (improved varieties).

	2015	2016	2017	2018	2019	2020	2021	7-year avg.
Highest price	4.00	4.20	4.60	4.00	4.20	4.20	5.90	4.44
Average price	3.39	3.29	3.70	3.45	3.51	3.23	3.17	3.39
Lowest price	2.80	2.40	2.70	2.60	2.80	2.20	2.50	2.57

Figure 2 reports the estimated per-pound average wholesale prices of native pecan varieties sold in sacks or cartons weighing approximately 50 pounds. The estimates include pecans of various sizes and varieties classified as native or “natural.” From 2015 to 2021, the overall average wholesale price of native pecans was \$4.16 per pound, with an average low of \$3.16 and an average high of \$4.89. The lowest per-pound wholesale price observed during this period was \$2.60 in 2017 and 2019, and the highest was \$5.00 in 2016, 2017, and 2018.

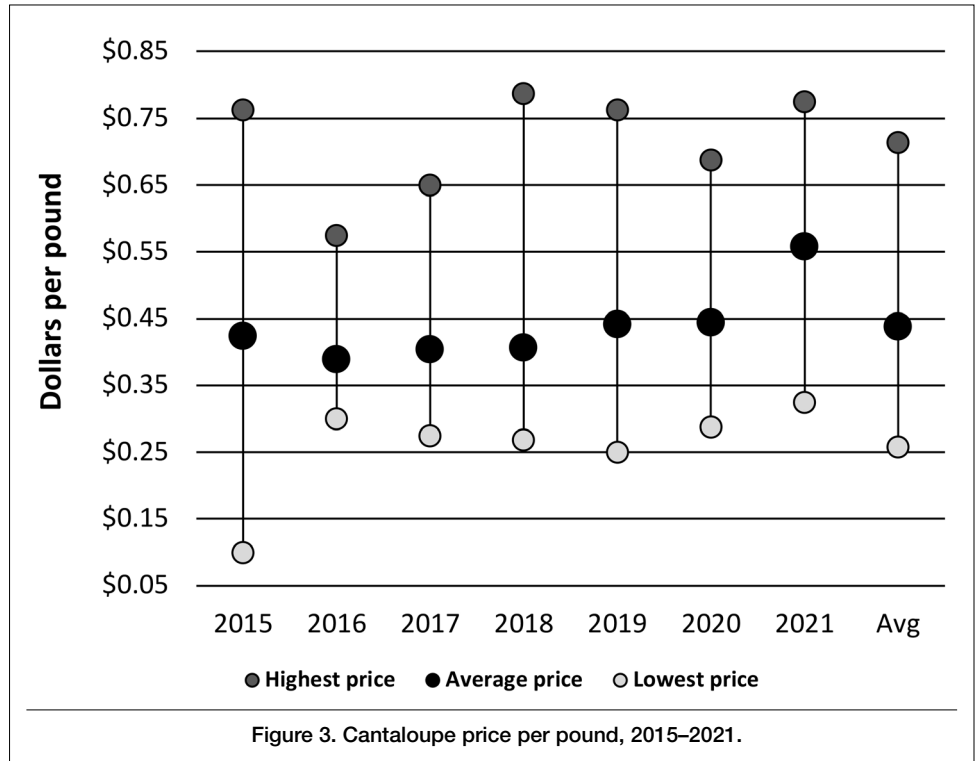


**Price per pound for pecans (native varieties).**

	2015	2016	2017	2018	2019	2020	2021	7-year avg.
Highest price	4.80	5.00	5.00	5.00	4.80	4.80	4.80	4.89
Average price	4.04	4.10	4.28	4.12	4.11	4.24	4.25	4.16
Lowest price	3.50	3.50	2.60	2.70	2.60	3.25	4.00	3.16

## Cantaloupes

Figure 3 shows the per-pound average wholesale prices of cantaloupes sold in half cartons or crates weighing approximately 40 pounds. The estimates include cantaloupes of various sizes and varieties. From 2015 to 2021, the overall average wholesale price of cantaloupes was \$0.44 per pound, with an average low of \$0.26 and an average high of \$0.71. The lowest per-pound wholesale price observed during this period was \$0.10 in 2015, and the highest was \$0.79 in 2018.



### Price per pound for cantaloupes.

	2015	2016	2017	2018	2019	2020	2021	7-year avg.
Highest price	0.76	0.58	0.65	0.79	0.76	0.69	0.78	0.71
Average price	0.42	0.39	0.40	0.41	0.44	0.44	0.56	0.44
Lowest price	0.10	0.30	0.28	0.27	0.25	0.29	0.33	0.26

## Peaches

Figure 4 shows the per-pound average wholesale price of peaches sold in cartons containing approximately 25 pounds. The estimates include peaches of various sizes and white and yellow flesh varieties. From 2015 to 2021, the overall average wholesale price of peaches was \$1.06 per pound, with an average low of \$0.78 and an average high of \$1.40. The lowest per-pound wholesale price observed during this period was \$0.35 in 2018, and the highest was \$1.66 in 2017.

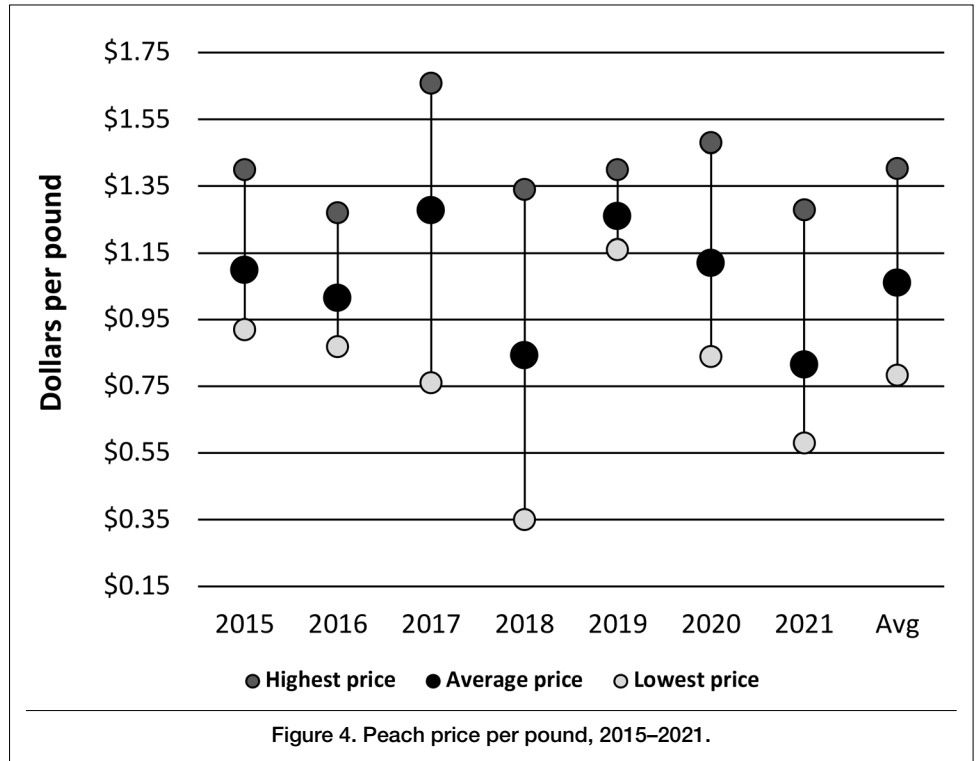


Figure 4. Peach price per pound, 2015–2021.

### Price per pound for peaches.

	2015	2016	2017	2018	2019	2020	2021	7-year avg.
Highest price	1.40	1.27	1.66	1.34	1.40	1.48	1.28	1.40
Average price	1.10	1.02	1.28	0.84	1.26	1.12	0.81	1.06
Lowest price	0.92	0.87	0.76	0.35	1.16	0.84	0.58	0.78

## Watermelons

Figure 5 reports the estimated per-pound average wholesale price of watermelons sold in 24-inch bins. While the weight of a regular-sized watermelon varies, the estimates assume an average weight between 20 and 24 pounds and include red-flesh seeded and seedless varieties. From 2015 to 2021, the overall average wholesale price of watermelons was \$0.38 per pound, with an average low of \$0.20 and an average high of \$0.74. The lowest per-pound wholesale price observed during this period was \$0.14 in 2018, and the highest was \$1.54 in 2020. While the average price increased by 40.5 percent in 2020 relative to the previous year, the highest price increased by 126.5 percent. This wide swing in high prices may be linked to supply chain disruptions that decreased the supply from Mexico and Florida but benefited Texas Rio Grande Valley producers through high market prices.

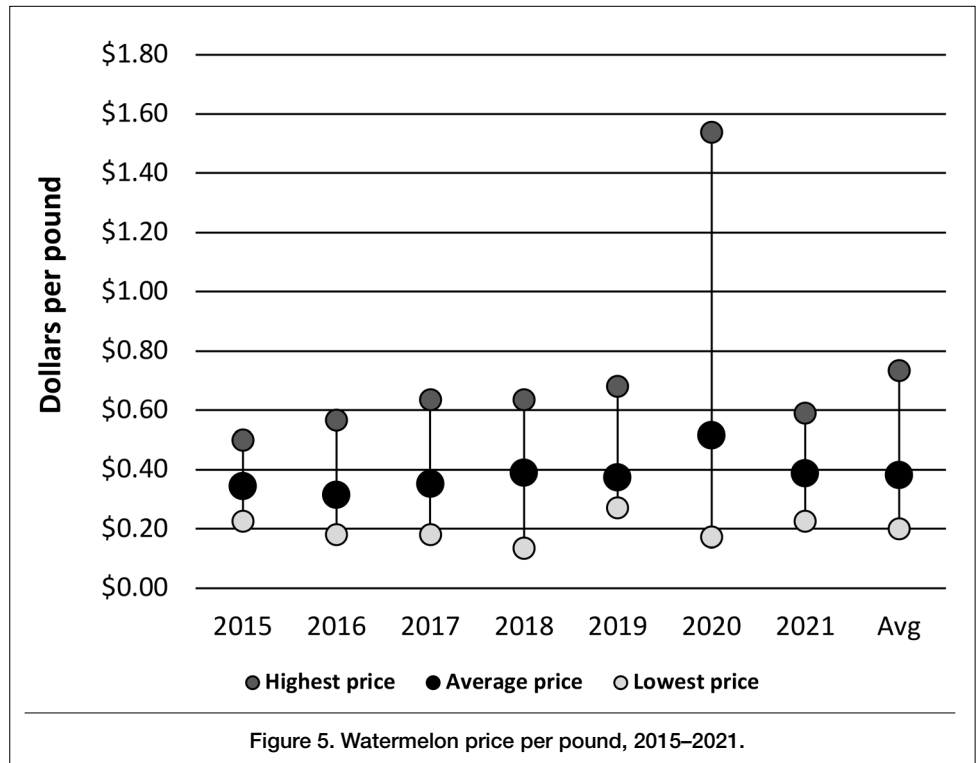


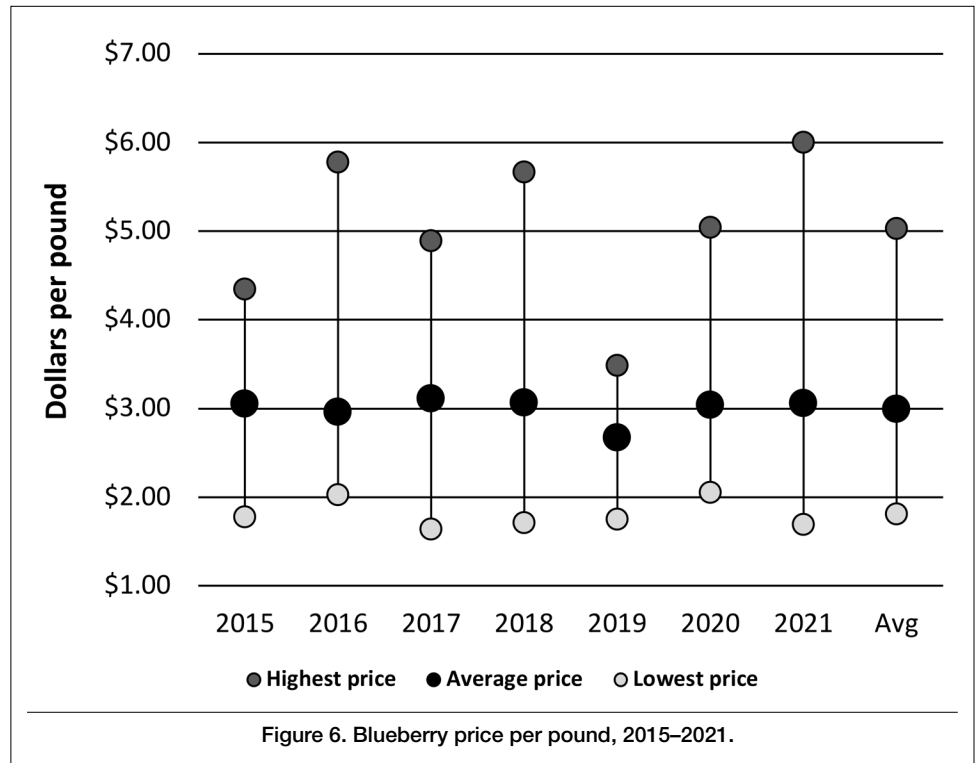
Figure 5. Watermelon price per pound, 2015–2021.

### Price per pound for watermelons.

	2015	2016	2017	2018	2019	2020	2021	7-year avg.
Highest price	0.50	0.57	0.64	0.64	0.68	1.54	0.59	0.74
Average price	0.34	0.32	0.35	0.39	0.37	0.52	0.39	0.38
Lowest price	0.23	0.18	0.18	0.14	0.27	0.17	0.23	0.20

## Blueberries

Mississippi is known for blueberry production. Figure 6 shows the annual average wholesale price per pound of blueberries sold in flats containing 12 pints. The estimates include blueberries of various sizes and varieties and assume a weight of approximately 9 pounds per 12-pint flat. From 2015 to 2021, the overall average wholesale price of blueberries was \$2.99 per pound, with an average low of \$1.81 and an average high of \$5.03. The lowest per-pound wholesale price observed during this period was \$1.64 in 2017, and the highest was \$6.00 in 2021.



### Price per pound for blueberries.

	2015	2016	2017	2018	2019	2020	2021	7-year avg.
Highest price	4.35	5.78	4.89	5.67	3.49	5.04	6.00	5.03
Average price	3.05	2.96	3.11	3.06	2.67	3.04	3.06	2.99
Lowest price	1.78	2.03	1.64	1.71	1.75	2.06	1.69	1.81

## Summary

This publication reports average annual wholesale prices for selected fruits and tree nuts during the 2015–2021 period. When using price information to inform business decisions, it is important to note that prices vary from year to year and within the same year. Prices may vary throughout the production season due to the harvest windows in the different production regions of the country, imports, and the volume of product in the market. In addition, year-to-year variability may take place due to different factors, including weather factors that may affect the acres under production each year.

## Resources

U.S. Department of Agriculture, Agricultural Marketing Service Terminal Market Report. Available at: <https://www.marketnews.usda.gov/mnp/fv-home>

## Funding

We gratefully acknowledge funding from the Foundation for Food and Agriculture Research via the Open Market Consortium for Specialty Crops.

---

Publication 3687 (POD-12-22)

By **Alba J. Collart**, PhD, Associate Extension Professor, and **Elizabeth Canales**, PhD, Associate Professor, Agricultural Economics.

*Copyright 2022 by Mississippi State University. All rights reserved. This publication may be copied and distributed without alteration for nonprofit educational purposes provided that credit is given to the Mississippi State University Extension Service.*

Produced by Agricultural Communications.

Mississippi State University is an equal opportunity institution. Discrimination in university employment, programs, or activities based on race, color, ethnicity, sex, pregnancy, religion, national origin, disability, age, sexual orientation, gender identity, genetic information, status as a U.S. veteran, or any other status protected by applicable law is prohibited.

Extension Service of Mississippi State University, cooperating with U.S. Department of Agriculture. Published in furtherance of Acts of Congress, May 8 and June 30, 1914. STEVE MARTIN, Interim Director