


Revenue from U.S. produce departments rose 4.8% in 2013, averaging US\$47,000 per week, reported United Fresh in its annual *FreshFacts[®] on Retail*. 

Average weekly dollar sales grew 4.5% for fruit in comparison to 2012. For vegetables, all top 10 categories also experienced an increase in weekly dollar sales, alongside value-added fruit and fresh-cut fruit.

For value-added vegetables for snacking, the weekly dollar sales price increased 15%. Highlighted vegetable categories were packaged salads and tomatoes, with a 6.7% and 3.4% increase in dollar sales, respectively.

Avocados experienced the greatest dollar-value growth of all fruit categories, with an 11.7% increase. Volume for avocados increased 10.3%.

Overall, all top 10 fruits showed an increase in volume.

The annual United Fresh report observes retail prices and trends of the top 10 fruits and vegetables sold by retailers. It is produced in partnership with the Nielsen Perishables Group and sponsored by Del Monte Fresh Produce.

The full report may be viewed [here](#).

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www.freshfruitportal.com