

## NY Wholesale Distributor Benchmark Price Analysis

Below is a benchmark analysis between a leading New York-based Fruit & Vegetable wholesale distributor's Price Sheet and the AGCHEQ NYC Wholesale Price Indexes, representing the New York's Hunts Point Cooperative Wholesale Market.

Sample NY Distributor Fruits Product List	Distributor Price	Q-Market Price	Difference	Markup
Bananas Petite LBS (Central America)	\$0.75	\$0.51	\$0.24	46%
Bananas Petite EACH (Central America)	\$0.25	\$0.21	\$0.04	19%
Bananas #1 LBS (Central America)	\$0.75	\$0.51	\$0.24	46%
Blackberries 12/6 oz. (NY)	\$24.20	\$18.00	\$6.20	34%
Blueberries 12/6oz. (BC)	\$27.83	\$15.00	\$12.83	86%
Cantaloupe EACH Large	\$2.50	\$0.59	\$1.91	321%
Cantaloupe 9ct Jumbo (CA)	\$15.91	\$13.50	\$2.41	18%
Grapefruit EACH (USA)	\$0.75	\$0.21	\$0.54	264%
Grapefruit 40ct (USA)	\$29.88	\$23.00	\$6.88	30%
Grapes Red Flame Case 18 lbs (CA)	\$30.55	\$20.70	\$9.85	48%
Grapes Red LBS (CA)	\$2.50	\$1.72	\$0.78	46%
Grapes Thompson Case 18 lbs (CA)	\$30.55	\$24.00	\$6.55	27%
Grapes Green LBS (CA)	\$2.50	\$1.19	\$1.31	110%
Honeydew 6ct (CA)	\$16.03	\$14.29	\$1.74	12%
Honeydew 6ct (CA)	\$3.75	\$1.27	\$2.48	196%
Peaches 2 1/2 size 25lb. (PA)	\$33.88	\$20.00	\$13.88	69%
Oranges 113ct Navel (New Crop- CA)	\$25.84	\$16.50	\$9.34	57%
Oranges EACH (113 size)	\$0.40	\$0.15	\$0.25	174%
Oranges 88ct Navel Case (Calif)	\$24.63	\$21.19	\$3.44	16%
Oranges EACH (88 size)	\$0.60	\$0.24	\$0.36	149%
Pear 120ct Bartlett (WA)	\$42.29	\$34.00	\$8.29	24%
Pineapple Golden each (Delmonte)	\$3.50	\$1.86	\$1.64	88%
Pineapple Golden 7ct (Delmonte)	\$15.73	\$13.00	\$2.73	21%
Raspberries 12 1/2pt (MX)	\$34.18	\$30.33	\$3.85	13%
Strawberries 1lb EACH	\$3.00	\$1.97	\$1.03	52%
Strawberries 8/1lb (NY)	\$20.87	\$15.76	\$5.11	32%
Tomatoes 6x6 25lb (FL)	\$18.75	\$13.00	\$5.75	44%
Tomatoes LBS (NY)	\$1.25	\$0.58	\$0.67	116%
Tomatoes 15lb 35ct Hot House (NY)	\$8.47	\$4.95	\$3.52	71%
Tomato Grape 12/1 pint (FL)	\$10.89	\$11.52	(\$0.63)	-5%
Tomato Grape pint EACH (FL)	\$1.50	\$1.28	\$0.22	17%
Watermelon each XL 10-12lb. Avg	\$5.50	\$1.68	\$3.82	227%