

Data

The dataset represents weekly retail scan data for National retail volume (units) and price. Retail scan data comes directly from retailers' cash registers based on actual retail sales of Hass avocados.



Information

Starting in 2013, the data reflects an expanded, multi-outlet retail data set. Multi-outlet reporting includes an aggregation of the following channels: grocery, mass, club, drug, dollar and military.



Knowledge

The Average Price (of avocados) in the data reflects a per unit (per avocado) cost, even when multiple units (avocados) are sold in bags. The Product Lookup codes (PLU's) in the data are only for Hass avocados. Other varieties of avocados (e.g. greenskins) are not included in this data.

