



**United States Department of Agriculture (USDA)  
Agricultural Marketing Service (AMS)  
Fruit & Vegetable Market News (FVMN)**

**Custom Average Tool (CAT)  
Dashboard Users Guide**

**Version 1.1 / 11 February 2013**

# Table of Contents

Custom Average Tool (CAT) Dashboard Users Guide .....	1
Change History.....	3
Introduction .....	4
Contact Information.....	4
Browser Requirement.....	5
FVMN CAT Home Page.....	6
CAT Report Pages.....	8
Report Types .....	14
Custom Averages .....	14
Snapshot Averages.....	16
Access to Data and Date Range Available.....	18
Dashboard Data Refresh Indicator.....	18
Download Feature .....	18
Appendix A. Details about FVMN Report Types in CAT .....	19
Appendix B. Additional Data Table Features .....	22

## Change History

Date	Description of Change(s)	Author
18 JAN 2013	Initial Draft	USDA
11 FEB 2013	Final Draft	USDA

## Introduction

The United States Department of Agriculture (USDA) Agricultural Marketing Service (AMS) Fruit & Vegetable Programs, Market News Division is responsible for the collection and dissemination of prices, supply, demand, trends, movement, and other pertinent information affecting the trading of agricultural commodities. The USDA Market News Portal was developed to increase the functionality and value of the AMS Market News website by providing direct public access to the wealth of historical data stored in the USDA databases. The Fruit & Vegetable Market News (FVMN) Portal provides information for commodities in four report types – Terminal Market, Shipping Point, Movement and Retail.

The FVMN Custom Average Tool (CAT) offers users a way to condense the highly detailed information provided in the FVMN reports. The tool allows users to determine average prices for any commodity available in Terminal Market, Shipping Point, and Retail reports from the entire USDA dataset, using a variety of customizable filters. The CAT provides the flexibility to narrow the average price selection down to a very granular range by selecting a specific location, package, unit, variety etc., or by broadening the average price range and selecting all or multiple locations, packages, varieties and other values in filter options. This tool allows users to determine what averages are most meaningful to their applications.

This Help Guide provides an overview of functionality and navigational controls for the different types of FVMN CAT dashboards. This overview includes screen shots of the dashboards and explanations of the navigation and general usage. Where pertinent, controls that are unique to a particular dashboard are described.

## Contact Information

This Help Guide does not cover commodity specific information related to the aggregated data being reported. For questions on commodity specific data, use the following contact info:

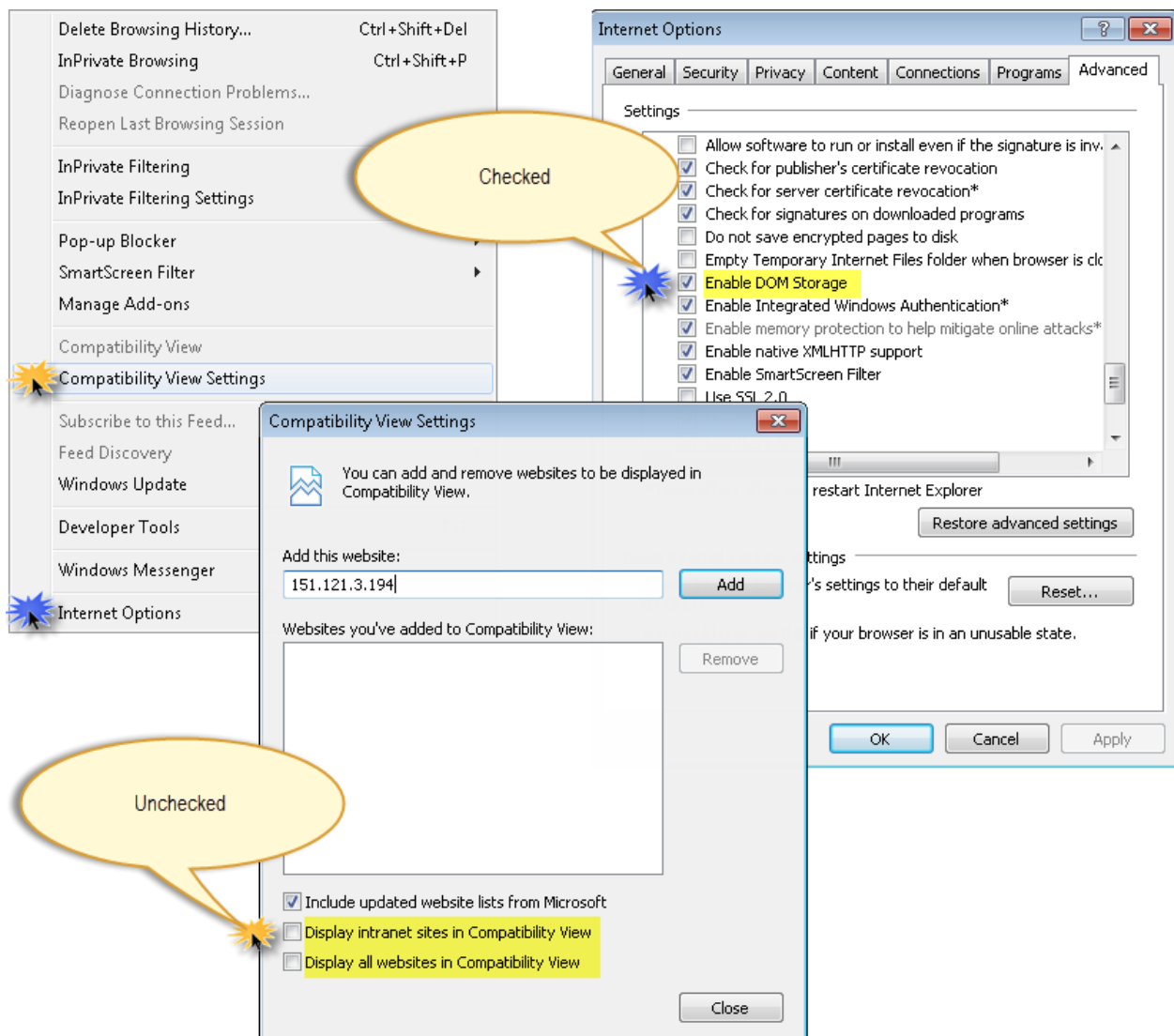
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Email: [terry.long@ams.usda.gov](mailto:terry.long@ams.usda.gov)  
Phone: (202) 720-2175

## Browser Requirement

The CAT tool is designed to work best when using Explorer 9.0+, Chrome, Firefox, or Opera web browsers. AMS uses some of the latest web site technologies to enhance the browsing experience. To take advantage of these powerful features, ensure that JavaScript is enabled in the browser's preferences (in Explorer be sure to check DOM Storage in Internet Options/Advanced).

AMS recommends customers using Internet Explorer 8.0 (or greater) to view the Custom Average Tool (CAT) have the *Compatibility View* turned off for the best user experience. To do this, select >> Tools >> **Compatibility View Settings** and then ensure that "*Display all websites in Compatibility View*" check box is deselected.

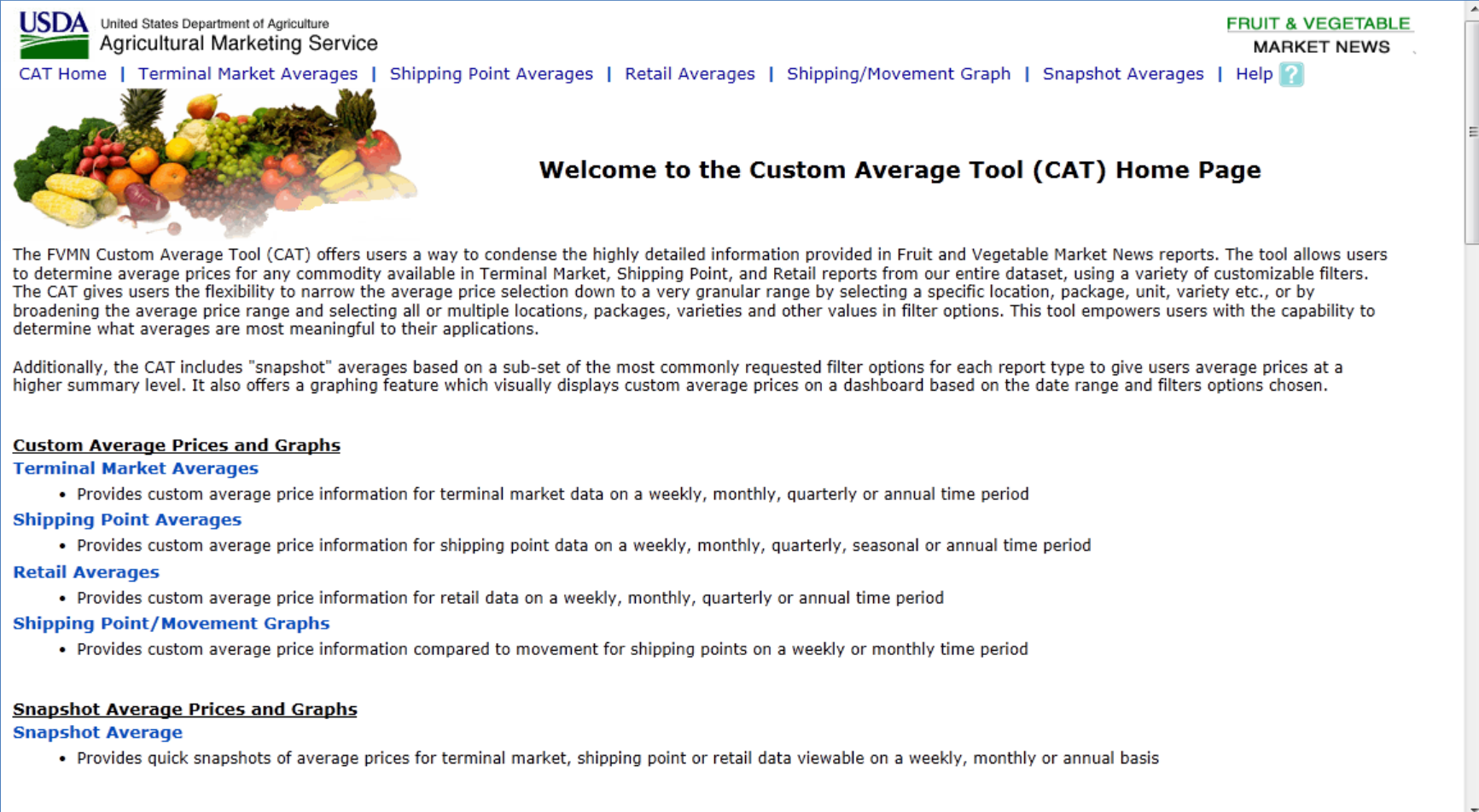
**After selecting Tools on the menu bar in IE:**



## FVMN CAT Home Page

The FVMN CAT Home Page is the landing page for the custom average functionality. It provides basic information about the tool, as well as links to the 5 report types.


Figure 1. CAT Home Page



**USDA** United States Department of Agriculture  
Agricultural Marketing Service

[CAT Home](#) | [Terminal Market Averages](#) | [Shipping Point Averages](#) | [Retail Averages](#) | [Shipping/Movement Graph](#) | [Snapshot Averages](#) | [Help ?](#)

**FRUIT & VEGETABLE  
MARKET NEWS**



### Welcome to the Custom Average Tool (CAT) Home Page

The FVMN Custom Average Tool (CAT) offers users a way to condense the highly detailed information provided in Fruit and Vegetable Market News reports. The tool allows users to determine average prices for any commodity available in Terminal Market, Shipping Point, and Retail reports from our entire dataset, using a variety of customizable filters. The CAT gives users the flexibility to narrow the average price selection down to a very granular range by selecting a specific location, package, unit, variety etc., or by broadening the average price range and selecting all or multiple locations, packages, varieties and other values in filter options. This tool empowers users with the capability to determine what averages are most meaningful to their applications.

Additionally, the CAT includes "snapshot" averages based on a sub-set of the most commonly requested filter options for each report type to give users average prices at a higher summary level. It also offers a graphing feature which visually displays custom average prices on a dashboard based on the date range and filters options chosen.

#### Custom Average Prices and Graphs

##### **Terminal Market Averages**

- Provides custom average price information for terminal market data on a weekly, monthly, quarterly or annual time period

##### **Shipping Point Averages**

- Provides custom average price information for shipping point data on a weekly, monthly, quarterly, seasonal or annual time period

##### **Retail Averages**

- Provides custom average price information for retail data on a weekly, monthly, quarterly or annual time period

##### **Shipping Point/Movement Graphs**

- Provides custom average price information compared to movement for shipping points on a weekly or monthly time period

#### Snapshot Average Prices and Graphs

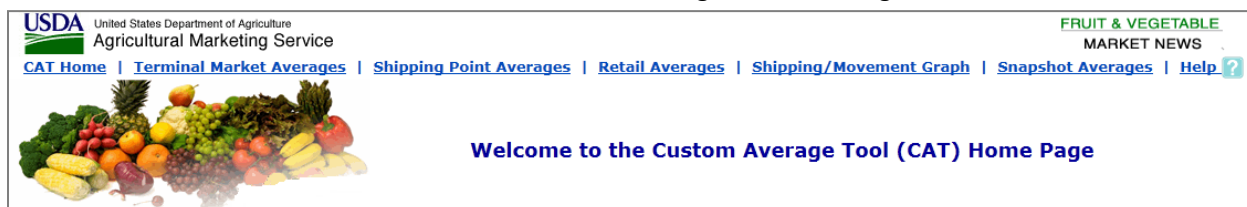
##### **Snapshot Average**

- Provides quick snapshots of average prices for terminal market, shipping point or retail data viewable on a weekly, monthly or annual basis

## Header Panel

The header panel consists of the USDA logo and USDA/AMS name on the left side and the Fruit & Vegetable Market News title image on the right side. Links to all available CAT report types are listed under these images. An image, title and help link appear below the links.

Figure 2. Home Page Header Panel



## Description Panel

The description panel consists of a paragraph describing the CAT, as well as links and descriptions each CAT report type.

Figure 3. Home Page Description Panel

The FVMN Custom Average Tool (CAT) offers users a way to condense the highly detailed information provided in Fruit and Vegetable Market News reports. The tool allows users to determine average prices for any commodity available in Terminal Market, Shipping Point, and Retail reports from our entire dataset, using a variety of customizable filters. The CAT gives users the flexibility to narrow the average price selection down to a very granular range by selecting a specific location, package, unit, variety etc., or by broadening the average price range and selecting all or multiple locations, packages, varieties and other values in filter options. This tool empowers users with the capability to determine what averages are most meaningful to their applications.

Additionally, the CAT includes "snapshot" averages based on a sub-set of the most commonly requested filter options for each report type to give users average prices at a higher summary level. It also offers a graphing feature which visually displays custom average prices on a dashboard based on the date range and filters options chosen.

### **Custom Average Prices and Graphs**

#### **Terminal Market Averages**

- Provides custom average price information for terminal market data on a weekly, monthly, quarterly or annual time period

#### **Shipping Point Averages**

- Provides custom average price information for shipping point data on a weekly, monthly, quarterly, seasonal or annual time period

#### **Retail Averages**

- Provides custom average price information for retail data on a weekly, monthly, quarterly or annual time period

#### **Shipping Point/Movement Graphs**

- Provides custom average price information compared to movement for shipping points on a weekly or monthly time period

### **Snapshot Average Prices and Graphs**

#### **Snapshot Average**

- Provides quick snapshots of average prices for terminal market, shipping point or retail data viewable on a weekly, monthly or annual basis

## CAT Report Pages

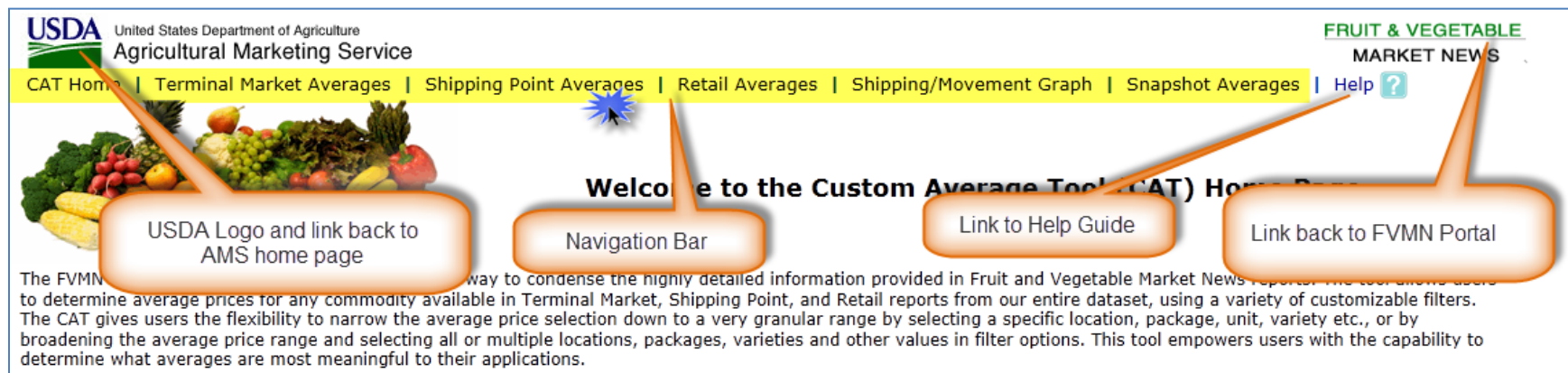
The CAT Report Pages are formatted as dashboards. Each dashboard has a series of panels, and each panel serves a specific function. Each CAT report page window is composed of the following components as illustrated below:

- Header Panel
- Dashboard Title Panel
- Filter Panel
- Trend Graph
- Data Grid
- Assumptions

### Header Panel

The report page header panel has elements similar to the Market News Portal home page header panel. The header panel consists of the USDA logo and USDA/AMS name on the left side and the Fruit & Vegetable Market News title image on the right side. Links to all available CAT report types are listed under these images.

Figure 4. CAT Report Page - Header Panel

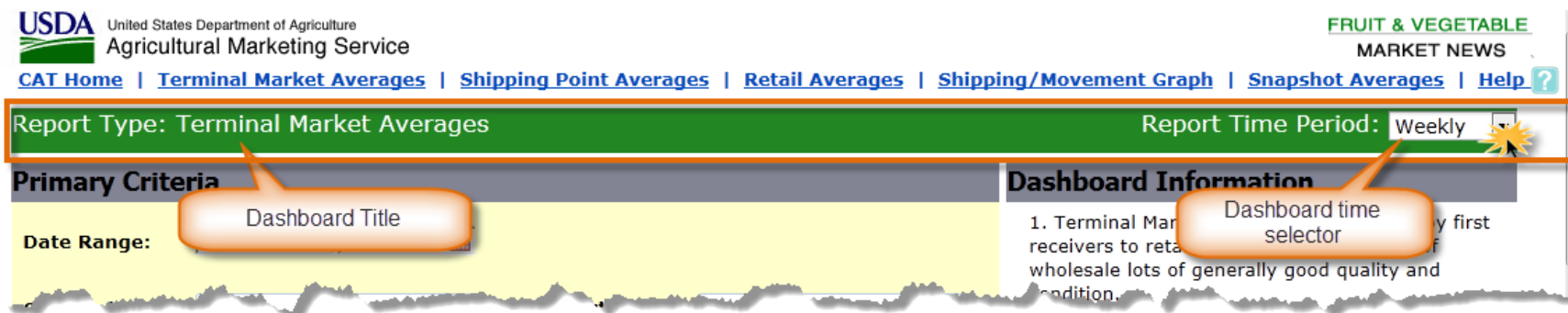




### Dashboard Title Panel

The Title Panel is a green bar that contains the name of the report type on the left. On the right, a drop-down menu displays the current report's time period. This dropdown also allows the user to switch to a different time period for the given report type.

Figure 5. CAT Report Page - Dashboard Title Panel



### Filter Panel

The Filter Panel displays criteria dropdowns which the user manipulates to expand or narrow the set of included records. Some important criteria filters are Commodity, Date Range, Market, Variety and Package. Only records with field values that match the selected criteria are included. These records are used to compute the average displayed in the Overall Average Price Indicator and in the averages that populate both the Data Table and Averages Graph.

Along with the filters, the Filter Panel displays the Overall Average Price Indicator. This prominently displayed single value is an average of the average of the high and low prices for all records included based on the chosen filter values.

Figure 6. CAT Report Page – Filter Panel

Report Type: Terminal Market Averages Report Time Period: Weekly

### Primary Criteria

**Date Range:** 01/07/2012  06/30/2012   
**Commodity:** APPLES  **Product Type:** All Products   
**Market:** All US Markets  **All Origins**

Search Criteria Panel

### Secondary Criteria

**Variety:** All Varieties  **Sub-Variety:** All Sub-Varieties   
**Package:** All Packages  **Item Size:** All Item Sizes   
**Unit of Sale:** All Units of Sale   
**Environment:** All Environments  **Grade:** All Grades

Overall Average (calculated from entire Search Criteria)

### Dashboard Information

1. Terminal Market prices represent sales by first receivers to retailers or other large users of wholesale lots of generally good quality and condition.
2. Default Overall Average Price is based on all filter options and changes dynamically based on filter selection.
3. The Overall Average Price is based on all possible markets, varieties, packages and units until specific values for those criteria are selected.
4. Select a filter option for all criteria to obtain the most meaningful averages.
5. To download data for table, click on "CSV" button above the table.

Dashboard Information Panel

**\*\* See footnotes for calculation assumptions**

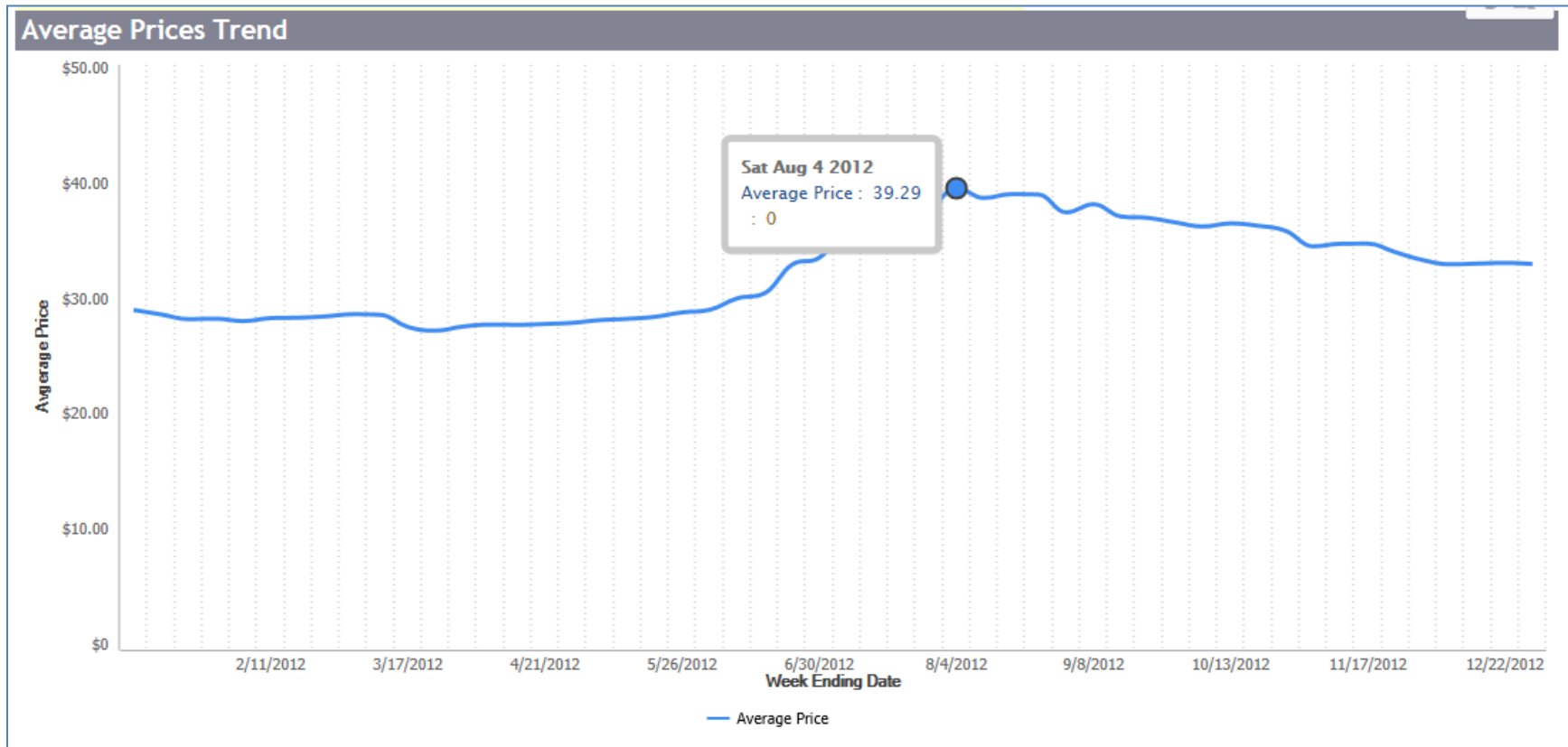
### Overall Average Price

\$28.26

### Trend Graph

The Trend Graph displays the date on the X-axis and the average prices over the selected date range on the Y-axis. For some dashboards, including Retail and Shipping-Movement, the second Y-axis will also display another comparison criterion, such as number of stores movement volume. The example graph in **Error! Reference source not found.** displays the average prices over time. The graph will display values based on the selections made in the Filter Panel.

Figure 7. CAT Report Page – Trend Graph



Please note the :0 value in the graph tooltip on (figure 8). It does not represent any *real* value and can be disregarded. This is a known issue and we are working towards a resolution.

### Data Grid

The Data Table contains averages based on the filter selections and based on the report time period. The user has the ability to download the Data Table source records as a CSV file. Please see Appendix B. for details on additional features available for the data table.

Figure 8. CAT Report Page - Data Grid

The screenshot shows a web application interface for 'USDA AMS Average Price Data'. The table has 12 columns: Week Ending Date, Market, Origin, Variety, Sub-Variety, Package, Item Size, Unit of Sale, Environment, Grade, Product Type, and Average Price. The data is filtered for Week Ending Date 1/7/2012, Market ATLANTA, and Origin MICHIGAN. The table lists various apple varieties like GALA, GOLDEN DELICIOUS, RED DELICIOUS, and ROME, with their respective packaging, item sizes, and average prices. A 'Download Data Grid' callout points to a 'CSV' button in the top right corner of the table header. The footer of the table indicates 'Page 1 of 2065' and 'Rows 1 - 14 of 2889'.

Week Ending Date	Market	Origin	Variety	Sub-Variety	Package	Item Size	Unit of Sale	Environment	Grade	Product Type	Average Price
1/7/2012	ATLANTA	MICHIGAN	GALA	Not Specified	cartons 12 3-lb film bags	2 1/2" MIN	NONE	N/A	U.S. ExFcy	Non-Organic	\$28.25
			GOLDEN DELICIOUS	Not Specified	cartons 12 3-lb film bags	2 1/2" MIN	NONE	N/A	U.S. ExFcy	Non-Organic	\$24.50
			RED DELICIOUS	Not Specified	cartons 12 3-lb film bags	2 1/2" MIN	NONE	N/A	U.S. ExFcy	Non-Organic	\$26.00
					cartons tray pack	805	NONE	N/A	U.S. ExFcy	Non-Organic	\$26.50
						885	NONE	N/A	U.S. ExFcy	Non-Organic	\$26.50
			ROME	Not Specified	cartons 12 3-lb film bags	2 1/2" MIN	NONE	N/A	U.S. ExFcy	Non-Organic	\$21.50
					cartons tray pack	805	NONE	N/A	U.S. ExFcy	Non-Organic	\$28.00
						885	NONE	N/A	U.S. ExFcy	Non-Organic	\$28.00
		NORTH CAROLINA	RED DELICIOUS	Not Specified	cartons 12 3-lb film bags	2 1/2" MIN	NONE	N/A	U.S. ExFcy	Non-Organic	\$23.00
										Organic	\$25.75
					cartons 8 5-lb film	2 1/2" MIN	NONE	N/A	U.S. ExFcy	Non-Organic	\$28.25

## Assumptions

The Assumptions section contains text that details the assumptions that went into the average calculations, as well as which records are included and excluded when calculating the averages based on the filter selections.

**Figure 9. CAT Report Page - Assumptions**

### Calculation Assumptions

1. FVMN data for custom average calculations is current through the last completed business day.
2. The average calculation includes records for all districts, all storage types, all crop designations, all colors, all transportation modes and both re-packed and non-repacked goods.
3. The average calculation does not include records for international markets, null or zero price values or with values for appearance, quality or condition criteria.
4. The averages calculated in this tool are not weighted. The precision of the average depends on the detail selected via the report filter drop-down menus. Selecting more filters results in more detailed information and this returns a more precise average.

## Report Types

There are two types of reports in the FVMN CAT – custom averages and snapshot averages. Custom average pricing reports allow users to customize their averages based on filters and include graphs of average prices over time to show pricing trends. In addition to these highly customizable reports, the FVMN CAT will also provide “snapshot” average pricing reports that show averages based only on the most commonly requested filter options for that report type. This allows users to see “snapshots” of average price data for a commodity in a given time period at a higher level of aggregation.

## Custom Averages

Custom average pricing reports and graphs are available for:

- Terminal Market weekly, monthly, quarterly and annual data
- Shipping Point weekly, monthly, quarterly, seasonal and annual data
- Retail weekly, monthly, quarterly and annual data
- Shipping Point/Movement weekly and monthly data

When viewing each CAT report for the Terminal Market, Shipping Point, and Retail report types, the user will make selections from primary and secondary criteria. These selections determine the data that is displayed on the report.

- **Primary Criteria**
  - Terminal Market, Shipping Point and Retail Dashboards:
    - Date Range: The user must choose either a beginning date and ending date for weekly and monthly report types or a time period for quarterly, seasonal or annual report types.
    - Commodity: The user must select one commodity for the average price calculation to execute.
  - Terminal Market Dashboards:
    - Market: The user can select all markets, one market, or many markets.
    - Origin: The user can select all origin locations, one origin location, or many origin locations.
    - Product Type: The user can select all products, all organic products or no organic products

- Shipping Point Dashboards:
  - State: The user can select all states, one state, or many states.
  - District: The user can select all district locations, one district location, or many district locations.
  - Product Type: The user can select all products, all organic products or no organic products
- Retail Dashboards:
  - National: The user can select Yes to view only national data or No to view only regional data.
  - Region: The user can select all regions, one region, or many regions.
  - Product Type: The user can select all products, all organic products or no organic products
- **Secondary Criteria**
  - Terminal Market, Shipping Point and Retail Dashboards:
    - Variety: The user can select one or more varieties.
    - Unit of Sale: The user can select one or more units of sale.
  - Terminal Market and Shipping Point Dashboards:
    - Sub-Variety: The user can select one or more sub-varieties.
    - Package: The user can select one or more packages.
    - Item Size: The user can select one or more item sizes.
    - Environment: The user can select one or more environments.
    - Grade: The user can select one or more grades.

When viewing the Shipping Point/Movement report type, the user will make selections from primary criteria only. These selections determine the data that is displayed on the report.

- **Primary Criteria**
  - Shipping Point/Movement Dashboards:
    - Date Range: The user must choose a beginning date and ending date.
    - Commodity: The user must select one commodity for the average price calculation to execute.

- State: The user can select only one state at a time.
- District: The user can select only one district at a time.

## Snapshot Averages

The following is a list of the snapshot reports that are available:

- Weekly Terminal Market Average Report for all markets by week
- Monthly Terminal Market Average Report for all markets by month
- Annual Terminal Market Average Report for all markets by year
- Weekly Shipping Point Average Report for all districts by week
- Monthly Shipping Point Average Report for all districts by month
- Annual Shipping Point Average Report for all districts by year
- Seasonal Shipping Point Average Report for all districts by season
- Weekly Retail Average Report for all regions by week
- Monthly Retail Average Report for all regions by month
- Annual Retail Average Report for all regions by year

When viewing each snapshot CAT report the user will make selections from a limited set of criteria. These selections determine the data that is displayed on the report.

- Criteria
  - All Dashboards:
    - Commodity: The user must select one commodity for the average price calculation to execute.
    - Date Range: The user must choose a date range by selecting a beginning date and ending date and clicking Apply.
    - Product Type: The user can select all products, all organic products or no organic products
  - Terminal Market Dashboards:



- Market: The user can select all markets, one market, or many markets.
- Origin: The user can select all origin locations, one origin location, or many origin locations.
- Package: The user can select one or more packages.
- Variety: The user can select one or more varieties.
- Shipping Point Dashboards:
  - State: The user can select all states, one state, or many states.
  - District: The user can select all district locations, one district location, or many district locations.
  - Package: The user can select one or more packages.
  - Variety: The user can select one or more varieties.
- Retail Dashboards:
  - National: The user can select Yes to view only national data or No to view only regional data.
  - Region: The user can select all regions, one region, or many regions.

## Access to Data and Date Range Available

The FVMN CAT provides access to the complete FVMN data set (1998 to present) for Terminal Market, Shipping Point, Retail and Movement reports. However, users will only be allowed to access 3-years' worth of data at a time for weekly and monthly averages.

Both Snapshot and Custom Average reports and graphs will include data through the last business day for which data is available in the requested date range (e.g. the last Saturday in the date range for Shipping Point weekly data).

## Dashboard Data Refresh Indicator



The display of this graphic in the middle of the Dashboard indicates that the dashboard is retrieving new data from the database. The dashboard will refresh momentarily following this action.

## Download Feature

Users may download the average price data in the table by clicking the “CSV” button. The system will generate a file in the specified format and prompt the user to save or open the file using a standard web browser download dialog box.

**USDA AMS Average Price Data**

CSV

The CSV file contains the raw data that is *currently displayed* based on the user's selected filter criteria. Any criteria selections that the user has made will be reflected in the data in the downloaded file. For users who have Microsoft Excel installed on their computers, they can use Excel to open this CSV file and view the data.

## Appendix A. Details about FVMN Report Types in CAT

### *Terminal Market Report*

Terminal (Wholesale) Market reports on fruits and vegetables are issued daily based on information gathered at 15 major U.S. cities. These reports include price data on commodities traded at the local wholesale market level. Prices reported in wholesale markets are those received by wholesalers for sales in quantities of less than a carload or truckload, for product that is of good merchantable quality and condition, unless otherwise described.

Within the FVMN CAT, the following information is available in a terminal (wholesale) market report:

#### ***Commodity Information:***

- **Terminal (Wholesale) Market:** Location where the product is sold. Example: BOSTON.
- **Commodity Name:** The name of the product reported by Market News. Example: APPLES

#### ***Price Information:***

- **Package:** Container or package in which the product is sold. Example: Cartons Tray Pack
- **Variety/Sub-variety:** The name of the variety pertaining to the commodity. For example, on apples the variety might be Red Delicious. Sometimes a variety has additional details and this is shown as a sub variety. Example for tomatoes: Variety: VINE RIPE - HEIRLOOM VARIETIES, Sub Variety: CHEROKEE PURPLE
- **Grade:** The grade that applies to the product. Generally this is a U.S. or State grade. Example for Washington apples: WA ExFcy – Washington Extra Fancy
- **Organic:** Refers to product that has been grown organically, according to the Organic Foods Production Act (OFPA) of 1990.
- **Item Size:** The size of the items within the container (or unit). For example apples in cartons tray pack may have 88 apples or 100 apples in the same size container, and they would be listed as 88s and 100s respectively. 88s designate a larger apple than 100s. Examples of other sizes are "large" or "small" as in the case of bell peppers, "standard," an industry determined size for asparagus, and 10-oz minimum or Size A for potatoes.
- **Environment:** These values signify the environment conditions under which a commodity is grown. Environment types are: Greenhouse, Greenhouse Hydroponic, Greenhouse Including Hydroponic, and Field Grown.
- **Unit of Sale:** The unit at which the product is sold. Examples include "per pound" and "per melon"

### *Shipping Point Report*

Shipping Point Reports cover major fruit and vegetable growing areas and provide rail and truck shipment (movement) information. The reports include f.o.b., or shipping point, prices that represent the most uniform level of trading. Shipping point prices represent open (spot) market sales by first

handlers on product of generally good quality and condition unless otherwise stated and may include promotional allowances or other incentives. Prices are reported daily by type of sale and indicate at what price the product was sold. Imported fruit and vegetables from Mexico, the Caribbean basin and other areas, are also reported as shipping point information, based on the point of entry in the U.S.

Within the FVMN CAT, the following information is available in a shipping point report:

***Commodity Information:***

- **District:** Region where product originated. This may be a region within a state (example: OXNARD DISTRICT CALIFORNIA), a general area covering two or more states (COLUMBIA BASIN WASHINGTON & UMATILLA BASIN OREGON) or a port of entry for a foreign commodity (example: MEXICO CROSSINGS THROUGH NOGALES, ARIZONA)
- **Commodity Name:** The name of the product reported by Market News. Example: APPLES

***Price Information:***

- **Package:** Container or package in which the product is sold. Example: Cartons Tray Pack
- **Variety/Sub-variety:** The name of the variety pertaining to the commodity. For example, on apples the variety might be Red Delicious. Sometimes a variety has additional details and this is shown as a sub variety. Example for tomatoes: Variety: VINE RIPE - HEIRLOOM VARIETIES, Sub Variety: CHEROKEE PURPLE
- **Grade:** The Grade that applies to the product. Generally this is a U.S. or State grade. Example for Washington apples: WA ExFcy "WA ExFcy - Washington Extra Fancy"
- **Organic:** Refers to product that has been grown organically, according to the Organic Foods Production Act (OFPA) of 1990.
- **Season:** The crop-year of the commodity, based on the harvest start date. For example, if the apple harvest begins in August, the season begins in August and runs until the product is sold. For apples the season 2009 may include sales from August 2009 to July 2010. Each commodity has its own season, based on the area where it is produced.
- **Item Size:** The size of the items within the container (or unit). For example apples in cartons tray pack may have 88 apples or 100 apples in the same size container, and they would be listed as 88s and 100s respectively. 88s designate a larger apple than 100s. Examples of other sizes are "large" or "small" as in the case of bell peppers, "standard," an industry determined size for asparagus, and 10-oz minimum or Size A for potatoes.
- **Environment:** These values signify the environment conditions under which a commodity is grown. Environment types are: Greenhouse, Greenhouse Hydroponic, Greenhouse Including Hydroponic, and Field Grown.
- **Unit of sale:** The unit at which the product is sold. Examples include "per pound" and "per melon"

## *Retail Report*

The Fruit and Vegetable Market News Branch surveys more than 200 retailers (which comprise over 21,000 individual stores) who have online weekly advertisements to obtain retail data for fruit and vegetable commodities. Issued weekly, the National Fruit and Vegetable Retail Report shows advertised prices for fruits and vegetables at major retail supermarkets by region, as well as on a national basis. The report lists the number of stores with advertised specials and the weighted average retail price for the week. The report can provide comparisons to previous time periods as needed.

Within the FVMN CAT, the following information is available in a retail report:

### ***Commodity Information:***

- **Region:** Region where product is sold.
- **Commodity Name:** The name of the product reported by Market News. Example: APPLES
- **Variety:** The name of the variety pertaining to the commodity. For example, on apples the variety might be Red Delicious.

### ***Price Information:***

- **Number of Stores:** The number of stores contributing to the weighted average price calculation.
- **Weighted Average Price:** The weighted average price of the commodity across the region's retail outlets for a given date. Weighted averages are simple weighted averages and prices are in dollars per pound unless otherwise stated.
- **Organic:** Refers to product that has been grown organically, according to the Organic Foods Production Act (OFPA) of 1990.
- **Unit of sale:** The unit at which the product is sold. Examples include "per pound" and "each"

## *Movement Reports*

Movement Reports provide rail and truck shipment (movement) information either by commodity or by location and include total volume over the time period selected, as well as movement details for the commodities or locations selected.

Within the FVMN CAT, the following information is available in a movement report:

### ***Movement Information:***

- **Origin:** State or Country from which the commodity is shipped.
- **Commodity Name:** The name of the product reported by Market News. Example: APPLES

**Date:** Date the commodity was shipped from the shipping point area or port of entry. Market News collects movement or shipment data the day after the commodity was shipped. For example, on a Wednesday the actual shipments for Tuesday are shown.

## Appendix B. **Additional Data Table Features**

Data hierarchies in the data table enable users to dynamically add or remove fields as well as drill up or down to explore data sets.

To view the options available in a data table, the user should right click on a column header in the table. A menu will appear with options to view additional fields or more segmented data. One or more of the options below can be selected. Outcomes from the selection below are determined by existing data hierarchies.

- Hide: Hide the selected column.
- Sort: Sort column data in ascending, descending or natural order.
- Show SubTotals: Show column totals.
- Hide SubTotals: Hide column totals.
- Close: Close the menu.

USDA AMS Average Price Data								CSV
Commodity	Date	Shipping Point D	Shipping Point District	nt High P...	Shipping Point Low P...	Shipping Point Average...	Origin Total Movement Vol...	
APPLES	1/7/2012	APPALACHIAN DIS	Hide	\$19.59	\$18.88	\$19.24	217.10	
	1/14/2012	APPALACHIAN DIS	Sort			\$19.83	235.67	
	1/21/2012	APPALACHIAN DIS	Show SubTotals			\$19.88	237.65	
	1/28/2012	APPALACHIAN DIS	Close			\$21.99	224.41	
	2/4/2012	APPALACHIAN DISTRICT (VA, WV, MD, PA)				\$22.33	211.72	
	2/11/2012	APPALACHIAN DISTRICT (VA, WV, MD, PA)		\$22.48	\$21.75	\$22.11	224.00	
	2/18/2012	APPALACHIAN DISTRICT (VA, WV, MD, PA)		\$22.41	\$21.69	\$22.05	214.16	
	2/25/2012	APPALACHIAN DISTRICT (VA, WV, MD, PA)		\$22.41	\$21.69	\$22.05	188.38	
	3/3/2012	APPALACHIAN DISTRICT (VA, WV, MD, PA)		\$22.42	\$21.73	\$22.08	185.38	
	3/10/2012	APPALACHIAN DISTRICT (VA, WV, MD, PA)		\$22.34	\$21.67	\$22.01	207.11	
	3/17/2012	APPALACHIAN DISTRICT (VA, WV, MD, PA)		\$22.14	\$21.14	\$21.64	165.87	
	3/24/2012	APPALACHIAN DISTRICT (VA, WV, MD, PA)		\$22.13	\$21.32	\$21.73	158.76	
	3/31/2012	APPALACHIAN DISTRICT (VA, WV, MD, PA)		\$21.79	\$21.14	\$21.47	151.30	
	4/7/2012	APPALACHIAN DISTRICT (VA, WV, MD, PA)		\$21.19	\$20.44	\$20.81	134.95	

By hiding a column, a user is able to view the data rolled up at a higher level of aggregation. This allows users to see the averages at different levels, but still retain the ability to restore the columns

Once the user has hidden a column, the following options will be available in the menu:

- Switch To: Replaces the current column with a previously hidden dimension.
- Insert: Inserts a column with a dimension that has been previously hidden.

USDA AMS Average Price Data

CSV

Commodity	Date	District	Variety	Package	Item Size	Env	Grade	Product Type	Avg Price	
APPLE PEARS	4/7/2012	CHILE IMPORTS - PORT OF ENTRY PHILADELPHIA AREA	HOSUI		10S	N/A	NONE	Non-Organic	\$11.50	
								Non-Organic	\$10.50	
								Non-Organic	\$9.50	
								Non-Organic	\$8.50	
								Non-Organic	\$7.50	
								Non-Organic	\$12.50	
								Non-Organic	\$11.50	
			SHINSEIKI	cartons 1 layer	NONE	12S	N/A	NONE	Non-Organic	\$10.50
						14S	N/A	NONE	Non-Organic	\$9.50
						16S	N/A	NONE	Non-Organic	\$8.50
						18S	N/A	NONE	Non-Organic	\$7.50
						8S	N/A	NONE	Non-Organic	\$12.50