

# USDA Fruit and Vegetable Market News

## Sample Interview Questions

### **Terminal (wholesale) markets**

#### General

How is business (trading) today?

What did you sell \_\_\_\_\_ for today?

Reporters will track up to 300 items in a typical report.

Are all labels (varieties, origins, packages, etc.) selling at the same price?

Did you get everything cleaned up (sold out)?

Did you get anything new in today?

#### Specific

Did you have any of the \_\_\_\_\_ that just came into production?

Any feedback from the area experiencing the recent \_\_\_\_\_ (freeze, flooding, etc.), and how will that impact your supplies?

Many more specific or situational questions may be asked in order to be fully aware of the market and factors affecting that market.

### **Shipping Point markets** (point of production or point of entry for imports)

#### General

How is business (demand) today?

What are you (did you) selling for today? Generally, this is for each variety, grade, size or package relative for that contact.

What was your movement (volume of shipments)?

Did you do any ads (deals with supermarkets to promote volume through advertised specials)?

How is production looking for the next two weeks?

Specific

Are you having any problems finding trucks?

How cold was it at your place last night (as an example)?

Are you into the new fields (varieties, areas, etc) yet?

What size is your pick (pack out) running heavy to?