

## Marketbasket Survey Comparisons from 2012 to 2017

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Shopping with a clipboard can certainly attract market personnel attention. And attention is what we are giving to one of the responsibilities of the New York Farm Bureau State Promotion and Education Committee, participation in the AFBF Quarterly Marketbasket Survey personally or via District volunteers (to whom I say a mighty THANK YOU). As always, shoppers try to get the best prices available, as most shoppers would, but do not use promotional coupons or special deals such as “buy one-get one free.” The shopping list includes 19 items, three of which are optional.

The spring survey displayed considerable price variation across New York State. Some examples include:

	2012 High – Low Cost	2017 High – Low Cost
Red Delicious Apples- 1#	.99 – 1.99	.89 – 2.99
Gallon Whole Milk	2.48 – 3.99	2.69 – 3.79
1 Dozen Lg. Grade A Eggs	.99 – 2.99	.94 – 1.89
All-Purpose Flour, 5#	1.69 – 3.99	1.59 – 3.49
Cheerios, 8.9 oz. box	1.29 – 3.99	1.69 – 3.99

All shopping lists compared, the least expensive shopping survey total for 2012 came from District 3 and the most expensive from District 10. For 2017, the least expensive survey total was District 5, and the most expensive was District 10. In both years, neither District had the highest or lowest in every category! The moral to this story...watch the prices and you can save.

The surveys are used for a variety of data. Considering the shopping history in any particular area we can check market trends. We are always looking for shopping volunteers, especially from major cities where we could track the pricing history and utilize that information for our city and urban cousins! The surveys are available with dates and items at [www.nyfb.org](http://www.nyfb.org) under Promotion & Education, Marketbasket Surveys.