

Fact Sheet
CCD-FS-12
September 2019

3-year Average Weekly Prices at Kentucky Farmers Markets: 2016-2018



Overview

This report compares average prices for 17 crops from Kentucky farmers markets across the 2016, 2017, and 2018 seasons. Farmers markets are inherently difficult to track and analyze. For example, vendors at markets from across the state sell the same products in a wide variety of units. Do you want to buy your beets by the pound, quart, bunch, or bulb? What about broccoli? By the head, pound, ounce, pint or “bag”? Beyond units, farmers markets also offer immense crop and varietal diversity, sold by vendors with a wide range of experience, in a variety of market conditions. These conditions, crops and other variables also change by season. Recognizing the caveats of slight crop differences and unit harmonization-- we have assembled 3-year average prices in hopes of drawing out some trends in our KY farmers market prices.

Reporting Process and Data

Each week, our reporters attend the markets and note the prices for a select number of specialty crops available for sale that week. Prior to 2016, reporters would walk the market, determine an average price for each product, and report that price. In 2016—in response to producer demand—we implemented a “high” and “low” price reporting structure. Reporters survey the market and report the highest and lowest prices they see for a product sold with identical units. To compare data, we have averaged the high and low prices. While we do frequently record varietal or other supplementary details (ie, heirloom) in our weekly reports, for the ease of summarizing we have excluded them from the averages below. You can access individual weekly reports at www.uky.edu/ccd/pricereports.

Each reporter receives instructions annually to ensure that reported prices are as accurate and comparable as possible. We strongly encourage reporters to reference standard units for the crops they report. We also strongly encourage that reporters verify that the product for sale is local. Though we aim for as much standardization as possible, these markets are still very challenging to report. There is sometimes variability in reporter availability, detail of reports, or availability of products and vendors. Vendor numbers change dramatically through the course of the season making it challenging to assess how much product or how many farms are offering product at a given price. In 2017, at the request of our report users, we started collecting very cursory data on vendor numbers, but that information is not included here. The numbers reported here are simple averages across markets reporting: they tell us nothing about volume sold.

How to use this report

We hope you might use this to:

- Consider the **costs** and **benefits** of a given crop
- Compare the pros and cons of **selling at farmers markets**
- Evaluate opportunities and drawbacks of selling at **larger farmers markets**
- Identify critical **gaps in product availability** to identify opportunities
- Weigh your prices **against others in the state**
- Compare these prices with your **costs of production**
- Make an informed decision about the benefits/costs of **season extension** for the farmers market

How NOT to use this report

We encourage you to **avoid** using this report:

- As a prescription for the right price for a given product
- To set your prices without considering your costs
- As a guarantee that demand exists for a product
- As a substitute for in-depth market research
- As anything other than a piece of supplementary information as you are setting prices and determining what to grow and market

Crops & Markets

We have selected the **17 most commonly reported crops in KY farm markets**. We report close to 80 but have limited data for many of them. The standard units* we chose are included in parenthesis.

Apples (lb)	Cabbage (each)	Lettuce (lb)
Asparagus (lb)	Carrots (lb)	Peppers, green bell (each)
Beets (lb)	Corn, sweet (dozen)	Radishes (bunch)
Beans, green (lb)	Cucumber (each)	Strawberries (qt)
Blueberries (pint)	Garlic (each, mature)	Tomatoes (lb)
Broccoli (lb)	Greens (lb)	

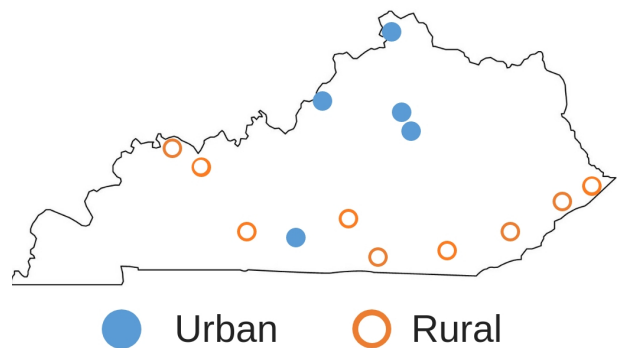
Though the lines between “rural” and “urban” are frequently blurred, we often do see differences in prices between markets based on location. We have categorized the markets below. On each crop page below, we provided annual average prices for rural and urban markets across the last 5 years to help give some historical perspective.

Rural Markets**

Adair County
 Barren County
 Clay County
 Daviess County
 Henderson County
 Pike County
 Cumberland County (x2)
 Clay County
 Harlan County
 Metcalfe County
 Jessamine County
 Hardin County

Urban Markets**

Boone County
 Jefferson Co. (St. Matthews)
 Fayette County (Lex. FM)
 Fayette County (Bluegrass)
 Warren County

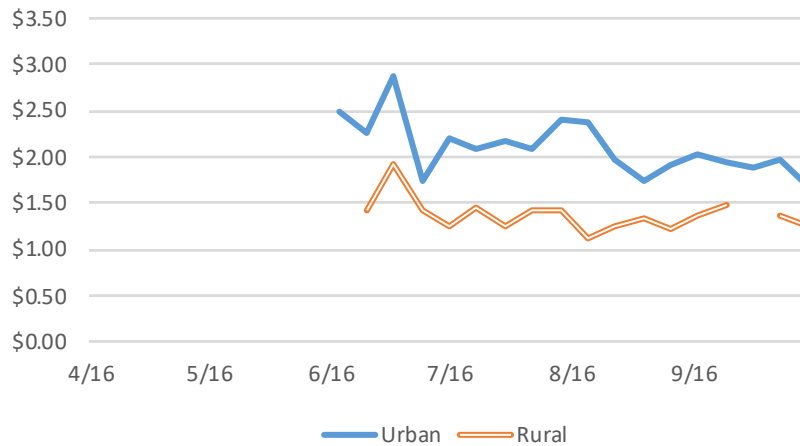


*The units chosen to report here are those commonly used in weekly reports. Some have been converted for ease of comparison. There are good reasons to sell in alternative units than the ones reported here. We generally follow guidelines included in publications from the University of Arkansas and University of Georgia linked below:

- <https://www.uaex.edu/yard-garden/vegetables/docs/Vegetable%20Weights%20Per%20Bushel.pdf>
- <https://extension.uga.edu/publications/detail.html?number=C780&title=Weights%20and%20Processed%20Yields%20of%20Fruits%20and%20Vegetables>

Market type was assigned based on proximity to a population center **and overall market size.

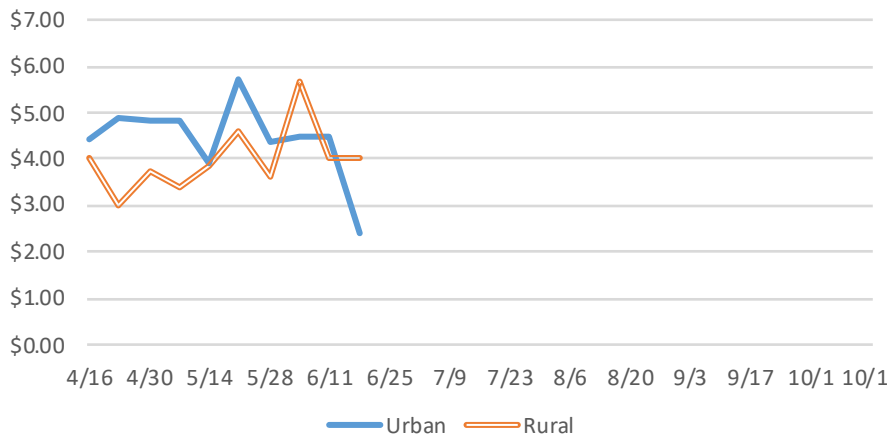
Apples, Avg. Price 2016-2018 (\$/lb)



Apples (\$/lb)	2014	2015	2016	2017	2018
Seasonal Average Price (All):	\$1.82	\$1.82	\$1.89	\$1.71	\$1.82
Seasonal Average Price (Urban):	\$1.95	\$2.16	\$2.13	\$2.04	\$2.10
Seasonal Average Price (Rural):	\$1.50	\$1.41	\$1.48	\$1.39	\$1.12

Typical reported units: pound, bushel, half-bushel, quart

Asparagus, Avg. Price 2016-2018 (\$/bunch)

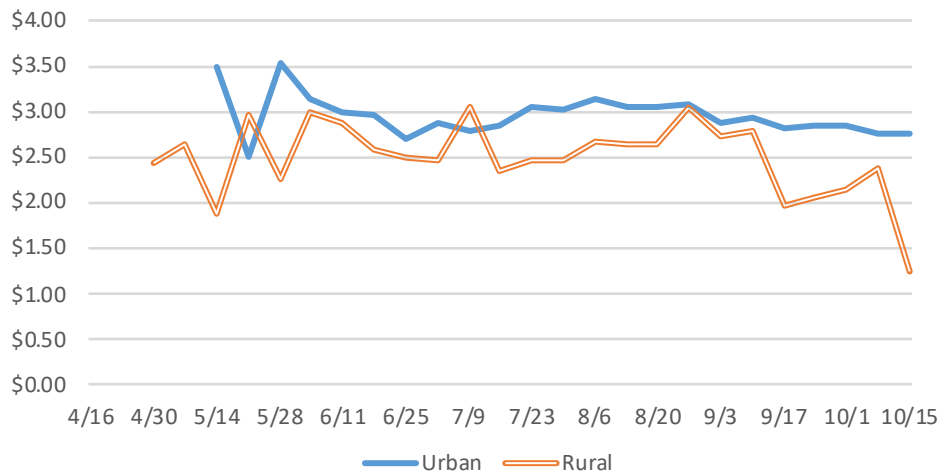


Asparagus (\$/bunch)	2014	2015	2016	2017	2018
Seasonal Average Price (All):	\$3.92	\$5.10	\$4.39	\$4.78	\$3.87
Seasonal Average Price (Urban):	\$4.53	\$4.87	\$4.47	\$5.21	\$4.14
Seasonal Average Price (Rural):	\$2.98	\$5.72	\$4.16	\$4.47	\$3.80

Typical reported units: pound, bunch

Note: Price drop in urban Between 6/11 and 6/25 reflects only 1 year of data.

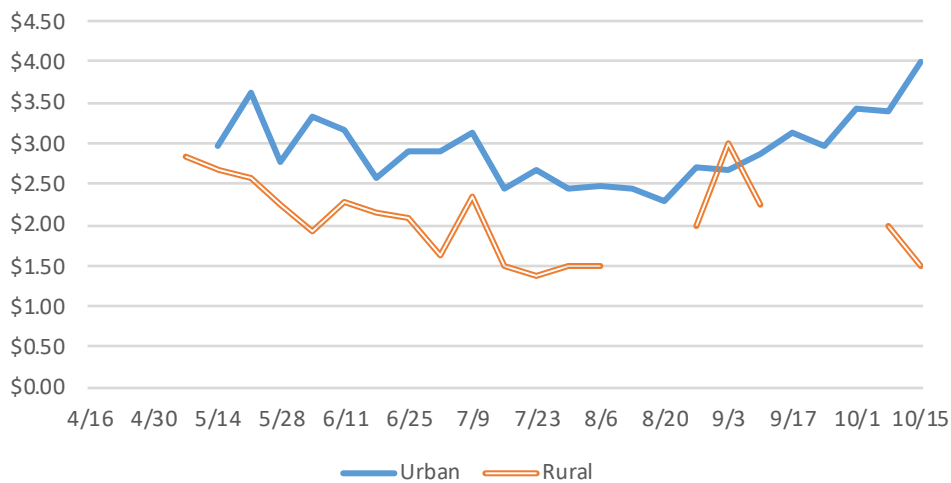
Beans, Avg. Price 2016-2018 (\$/lb)



Beans (\$/lb)	2014	2015	2016	2017	2018
Seasonal Average Price (All):	\$2.68	\$2.54	\$2.77	\$2.08	\$2.86
Seasonal Average Price (Urban):	\$2.98	\$2.81	\$2.90	\$2.96	\$2.97
Seasonal Average Price (Rural):	\$2.09	\$2.14	\$2.70	\$2.24	\$2.72

Typical reported units: pound, quart, pint, basket

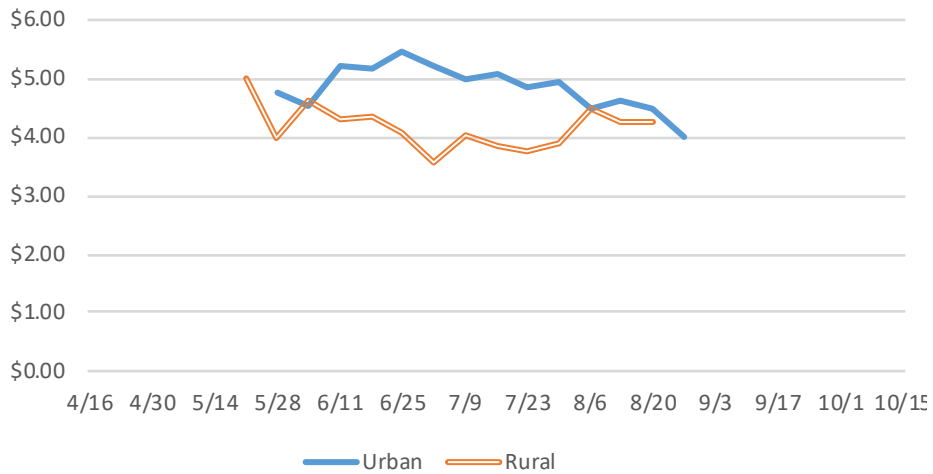
Beets, Avg. Price 2016-2018 (\$/lb)



Beets (\$/lb)	2014	2015	2016	2017	2018
Seasonal Average Price (All):	\$1.90	\$1.99	\$2.58	\$2.41	\$2.90
Seasonal Average Price (Urban):	\$2.06	\$2.14	\$2.87	\$2.84	\$2.92
Seasonal Average Price (Rural):	\$1.78	\$1.44	\$1.84	\$2.11	\$2.66

Typical reported units: pound, bunch

Blueberries, Avg. Price 2016-2018 (\$/pint)

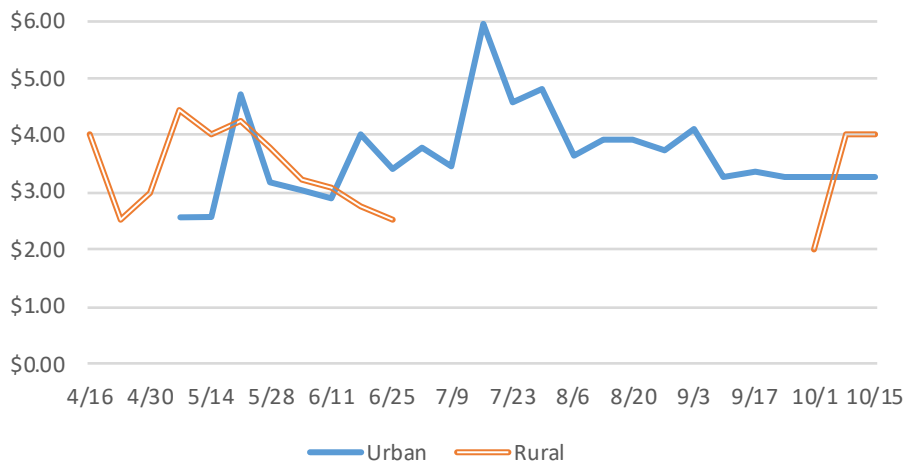


Blueberries (\$/lb)	2014	2015	2016	2017	2018
Seasonal Average Price (All):	\$4.64	\$4.34	\$4.48	\$4.51	\$4.38
Seasonal Average Price (Urban):	\$4.67	\$4.35	\$5.26	\$4.56	\$4.92
Seasonal Average Price (Rural):	\$4.58	\$4.19	\$3.75	\$4.56	\$4.10

Typical reported units: pint, quart

Note: Price drop in urban between 8/20 and 9/3 reflects only 1 year of data.

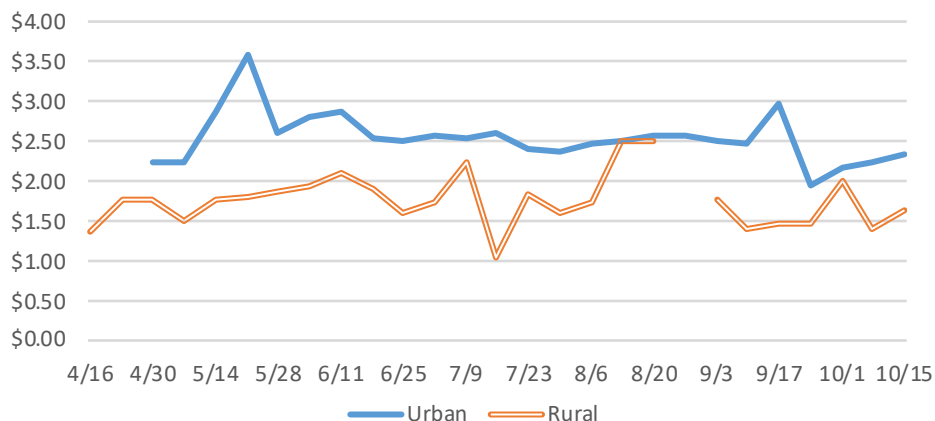
Broccoli, Avg. Price 2016-2018 (\$/lb)



Broccoli (\$/lb)	2014	2015	2016	2017	2018
Seasonal Average Price (All):	\$2.69	\$2.98	\$3.93	\$3.02	\$4.19
Seasonal Average Price (Urban):	\$2.59	\$2.95	\$3.91	\$3.09	\$4.49
Seasonal Average Price (Rural):	\$2.85	\$3.29	\$3.52	\$2.90	\$3.82

Typical reported units: pound, head, quart

Cabbage, Avg. Price 2016-2018 (\$/head)

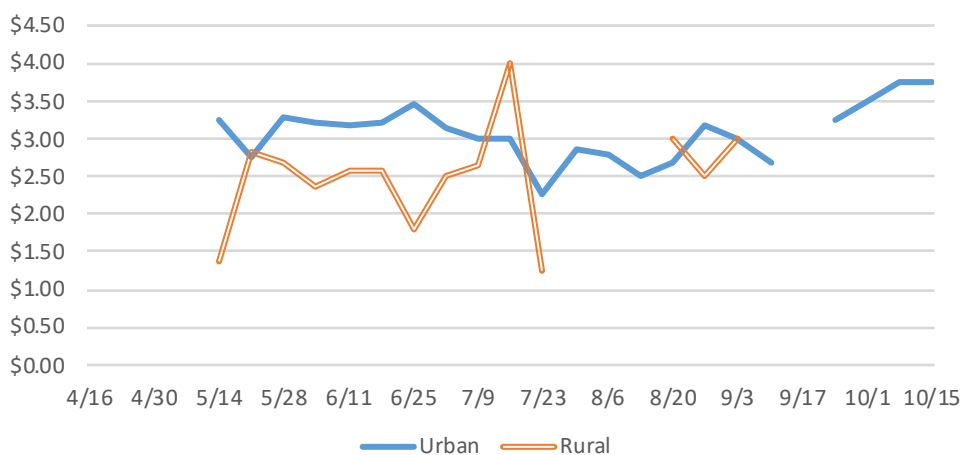


Cabbage (\$/head)	2014	2015	2016	2017	2018
Seasonal Average Price (All):	\$1.88	\$2.15	\$2.16	\$2.16	\$2.15
Seasonal Average Price (Urban):	\$1.86	\$2.71	\$2.56	\$2.61	\$2.48
Seasonal Average Price (Rural):	\$1.93	\$1.32	\$1.64	\$1.89	\$2.13

Typical reported units: head, pound

Note: Price drop in rural between 7/9 and 7/23 reflects the data accurately.

Carrots , Avg. Price 2016-2018 (\$/lb)

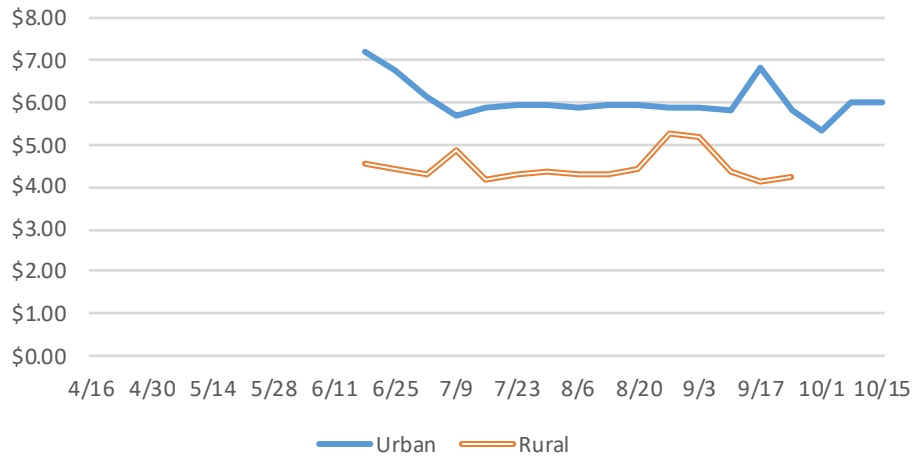


Carrots (\$/lb)	2014	2015	2016	2017	2018
Seasonal Average Price (All):	\$2.19	\$1.93	\$2.72	\$2.50	\$2.98
Seasonal Average Price (Urban):	\$2.53	\$2.57	\$3.11	\$2.84	\$3.13
Seasonal Average Price (Rural):	\$1.35	\$1.18	\$1.99	\$2.84	\$2.63

Typical reported units: pound, bunch

Note: The spike in rural prices 7/9-7/25 is due to higher-than-average prices those weeks in 2018.

Sweet corn, Avg. Price 2016-2018 (\$/dozen)

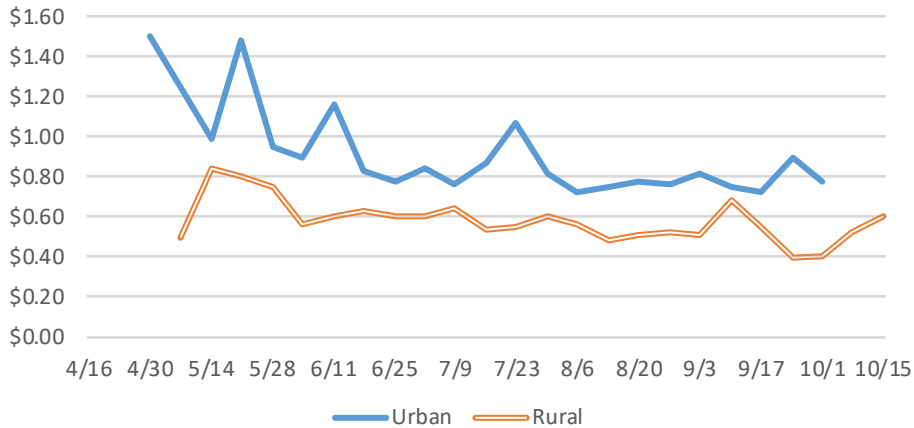


Sweet corn (\$/dozen)	2014	2015	2016	2017	2018
Seasonal Average Price (All):	\$5.05	\$5.50	\$5.18	\$5.10	\$5.62
Seasonal Average Price (Urban):	\$5.71	\$5.83	\$5.83	\$5.73	\$6.37
Seasonal Average Price (Rural):	\$4.21	\$4.49	\$4.62	\$4.65	\$4.52

Typical reported units: dozen, each

Note: Price high in urban between 6/11 and 6/25 reflects only 1 year of data. Price drop between 10/1 and 10/15 reflects the data accurately.

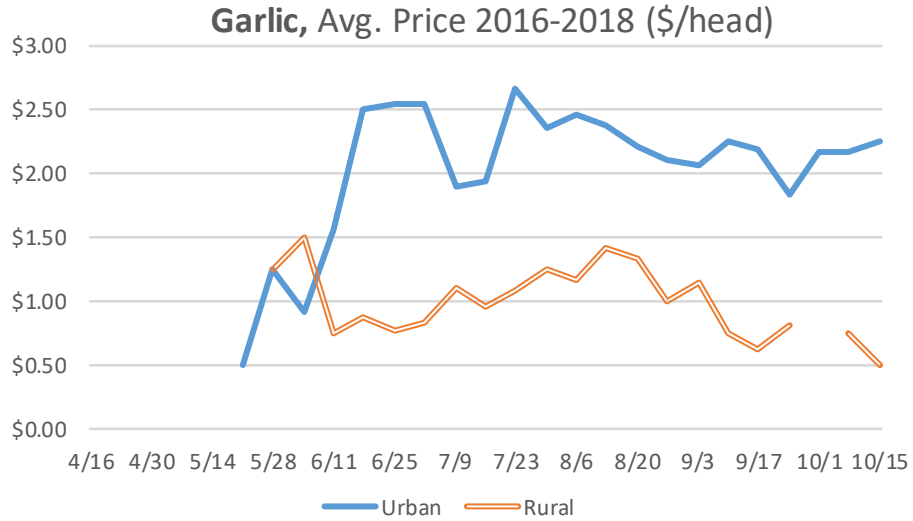
Cucumber, Avg. Price 2016-2018 (\$/each)



Cucumber (\$/each)	2014	2015	2016	2017	2018
Seasonal Average Price (All):	\$0.67	\$0.82	\$0.73	\$0.64	\$0.75
Seasonal Average Price (Urban):	\$0.71	\$0.99	\$0.93	\$0.79	\$0.87
Seasonal Average Price (Rural):	\$0.64	\$0.55	\$0.56	\$0.52	\$0.68

Typical reported units: each, pound, quart

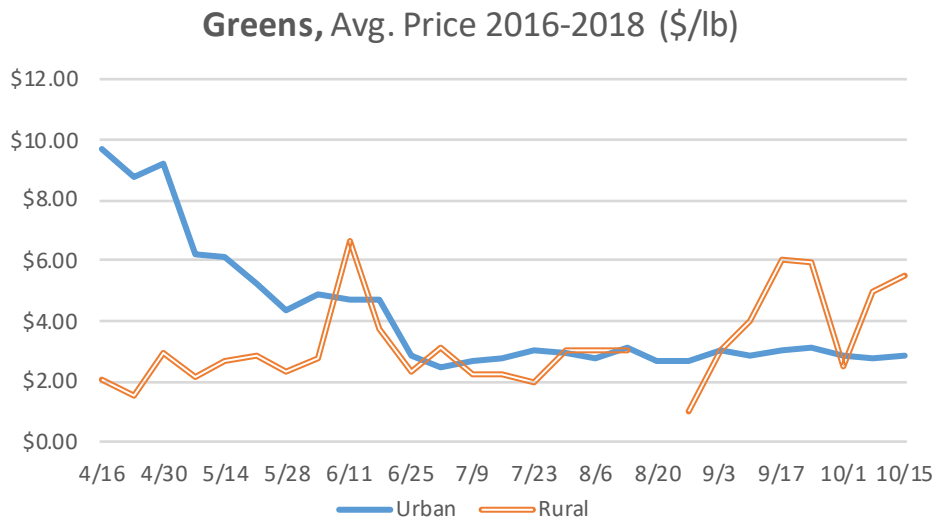
Note: When specified, this refers to slicing cucumber.



Garlic (\$/head)	2014	2015	2016	2017	2018
Seasonal Average Price (All):	\$1.48	\$0.98	\$1.56	\$1.55	\$2.11
Seasonal Average Price (Urban):	\$1.66	\$1.33	\$2.18	\$1.73	\$2.51
Seasonal Average Price (Rural):	\$0.18	\$0.75	\$0.76	\$1.31	\$1.41

Typical reported units: each, pound

Note: These are mature garlic heads and do not include scapes.

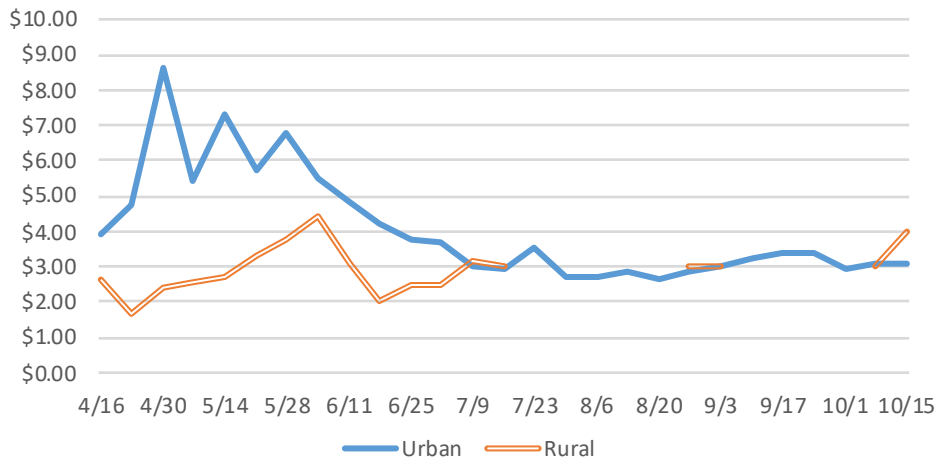


Greens (\$/lb)	2014	2015	2016	2017	2018
Seasonal Average Price (All):	\$2.17	\$3.09	\$4.42	\$2.87	\$3.19
Seasonal Average Price (Urban):	\$2.70	\$3.26	\$5.05	\$2.99	\$3.53
Seasonal Average Price (Rural):	\$1.47	\$2.10	\$4.30	\$2.72	\$2.97

Typical reported units: head, pound, gallon, quart

Note: The spike in urban prices in 4/30 and in rural prices between 6/11-6/25 are all due to only one year of data disproportionately affecting the average.

Lettuce, Avg. Price 2016-2018 (\$/head)

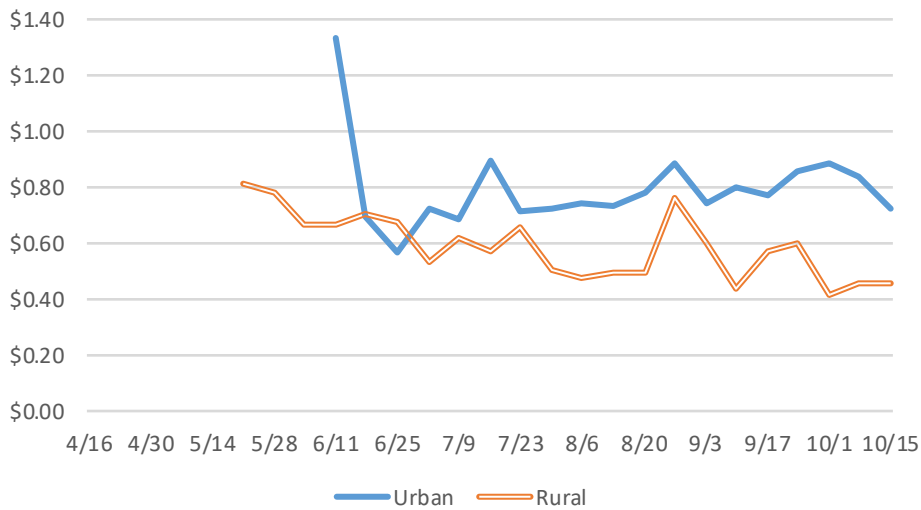


Lettuce (\$/head)	2014	2015	2016	2017	2018
Seasonal Average Price (All):	\$3.51	\$3.74	\$3.71	\$3.13	\$3.25
Seasonal Average Price (Urban):	\$4.60	\$4.05	\$4.40	\$3.65	\$3.95
Seasonal Average Price (Rural):	\$1.79	\$2.12	\$3.65	\$2.81	\$2.61

Typical reported units: head, pound, gallon, quart

Note: The spike in rural prices between 5/28 and 6/11 is due to the price in 2017 is currently higher than in 2016 and 2018.

Peppers, Avg. Price 2016-2018 (\$/each)

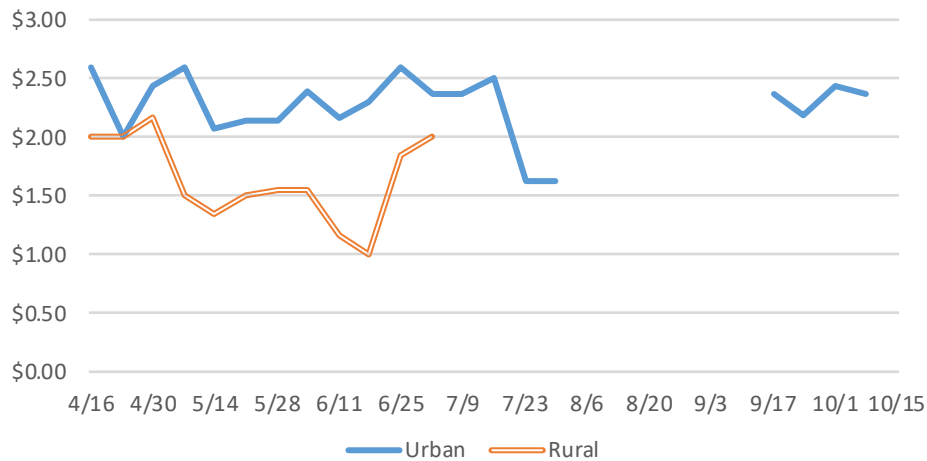


Peppers (\$/each)	2014	2015	2016	2017	2018
Seasonal Average Price (All):	\$0.64	\$0.80	\$0.73	\$0.59	\$0.78
Seasonal Average Price (Urban):	\$0.69	\$0.89	\$0.93	\$0.63	\$0.83
Seasonal Average Price (Rural):	\$0.58	\$0.62	\$0.59	\$0.54	\$0.75

Typical reported units: each, per 2-3 quart

Note: Prices are for green bell peppers. The spike in rural prices between 8/20 and 9/3 is due to higher-than average prices for those weeks in 2018.

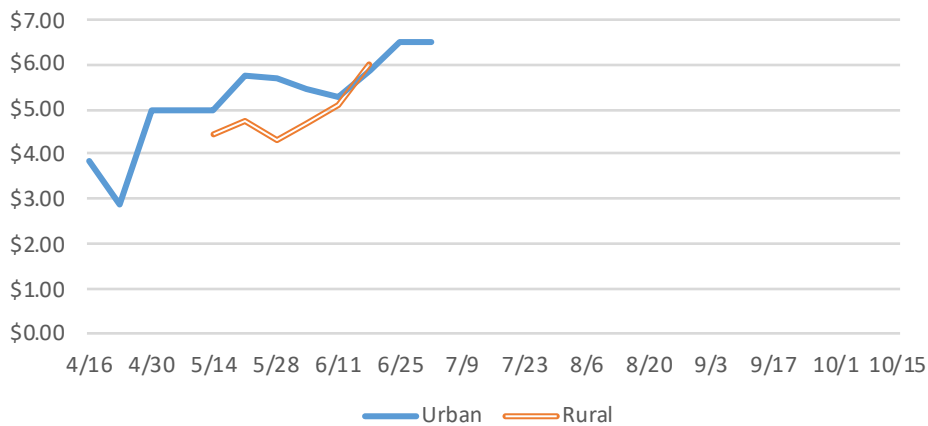
Radishes, Avg. Price 2016-2018 (\$/bunch)



Radishes (\$/bunch)	2014	2015	2016	2017	2018
Seasonal Average Price (All):	\$1.60	\$2.10	\$1.99	\$1.88	\$2.12
Seasonal Average Price (Urban):	\$2.13	\$2.55	\$2.44	\$2.15	\$2.32
Seasonal Average Price (Rural):	\$1.17	\$1.44	\$1.19	\$1.36	\$2.07

Typical reported units: bunch

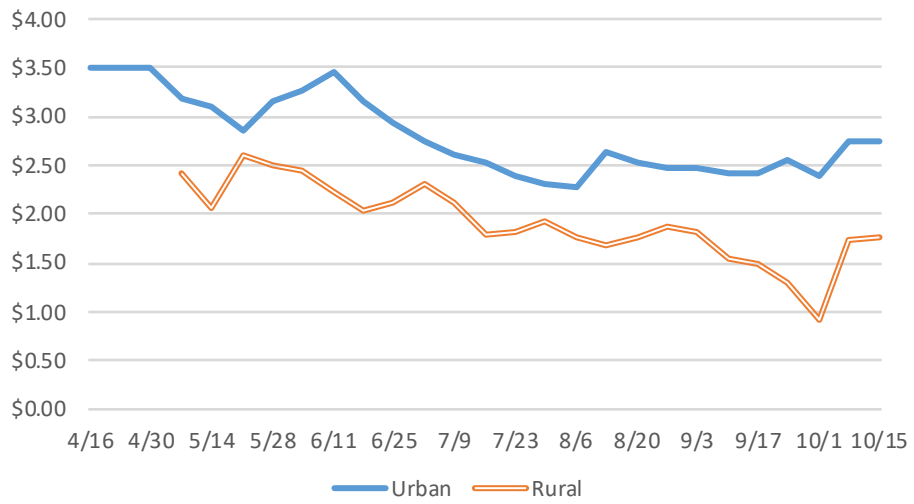
Strawberries, Avg. Price 2016-2018 (\$/qt)



Strawberries (\$/qt)	2014	2015	2016	2017	2018
Seasonal Average Price (All):	\$4.78	\$5.16	\$4.52	\$4.57	\$4.68
Seasonal Average Price (Urban):	\$5.39	\$5.26	\$4.93	\$5.25	\$4.49
Seasonal Average Price (Rural):	\$4.58	\$4.34	\$4.10	\$4.32	\$4.68

Typical reported units: quart, pint, gallon, pound

Tomatoes, Avg. Price 2016-2018 (\$/lb)



Tomatoes (\$/lb)	2014	2015	2016	2017	2018
Seasonal Average Price (All):	\$2.19	\$2.34	\$2.48	\$2.27	\$2.35
Seasonal Average Price (Urban):	\$2.44	\$2.72	\$2.74	\$2.79	\$2.70
Seasonal Average Price (Rural):	\$1.91	\$1.80	\$2.16	\$1.86	\$2.04

Typical reported units: pound, quart, gallon, multi-pound.

Thanks for reading!

These averages are summaries of the rich and complicated archive of price data collected by the Center for Crop Diversification. Additional crops, specific market prices, and alternative unit prices can be viewed in the weekly price reports on the site. Since its start in 2004, the CCD's price reporting system has changed and expanded to include Center partners working in Illinois, Tennessee and West Virginia.

Check out all the other specialty crop resources from the CCD including:

- [Farmers Market & Produce Auction Price Reports](#) (12 years archived reports)
- [Budgets for over 20 crops](#)
- [Crop & Marketing Profiles](#)
- [Video & Recorded webinars](#)
- [Tons of FREE publications, tools, and other resources](#)

We are always looking for feedback, so give us a shout on [facebook](#) or by emailing brett.wolff@uky.edu.

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