

Fact Sheet  
CCD-FS-3  
April 2017

## 3-year Average Weekly Prices at Kentucky Farmers Markets: 2014-2016

Cuke's	\$ 3.00	Box	216's
Potatoes	2.00	"	" "
Beans	1.75	lb	
Corn	4.50	doz	
Cabbage	.65	lb	
Donuts	1.00	each	
Turnips	4.00	bag	

## Overview

This report compares average prices for 17 crops from Kentucky farmers markets across the 2014, 2015, and 2016 seasons. Farmers markets are inherently difficult to track and compare. 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 varietal and crop 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. For the first time, 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 team of reporters attends the markets and makes note of 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 here, we have averaged the high and low prices from 2016. 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.

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. Note also that this data tells us nothing of volume sold. As we do not collect sales volume data, we cannot offer weighted averages. All averages presented here represent the average of the posted weekly price(s) for a given product.

## 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 key **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

## Crops & Markets

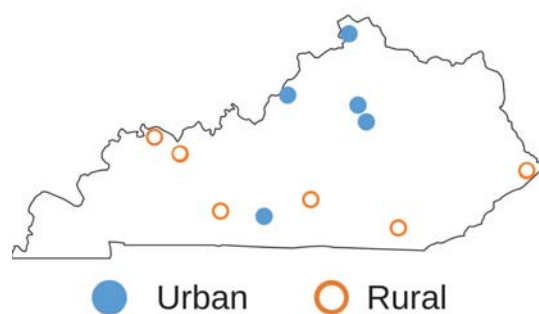
We have selected the **17 most commonly reported crops in KY farm markets**. We report close to 80, but have limited data for many of them. The standard units\* we chose are included in parenthesis.

Apple (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, for ease of comparing trends we have categorized\*\* the markets in the table below.

### Average Weekly Prices for Selected Crops, 2014-2016\*\*\*

Crop	Rural	Urban	All
Apple (lb)	\$1.41	\$2.05	\$1.79
Asparagus (lb)	\$4.22	\$4.57	\$4.40
Beets (lb or bunch)	\$1.68	\$2.30	\$2.09
Blueberries (pint)	\$4.26	\$4.75	\$4.47
Broccoli (lb)	\$3.15	\$3.16	\$3.13
Cabbage (each)	\$1.67	\$2.34	\$2.04
Carrots (lb)	\$1.49	\$2.78	\$2.25
Corn Sweet (dozen)	\$4.45	\$5.41	\$5.18
Cucumber (each)	\$0.58	\$0.85	\$0.72
Garlic (each)	\$0.57	\$1.73	\$1.33
Greens (lb)	\$2.48	\$3.67	\$3.29
Lettuce (lb)	\$2.51	\$4.51	\$3.87
Peppers (green, each)	\$0.59	\$0.83	\$0.70
Radishes (bunch)	\$1.10	\$2.35	\$1.67
Strawberries (qt)	\$4.17	\$5.22	\$4.81
Tomatoes (lb)	\$2.19	\$2.54	\$2.36



Rural Markets	Urban Markets
Adair County	Boone County
Barren County	Jefferson Co. (St. Matthews)
Daviess County	Fayette County (Lex. FM)
Henderson County	Fayette County (Bluegrass)
Pike County	Warren County
Whitley County	
Cumberland 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. Data and unit conversions available from the authors upon request.

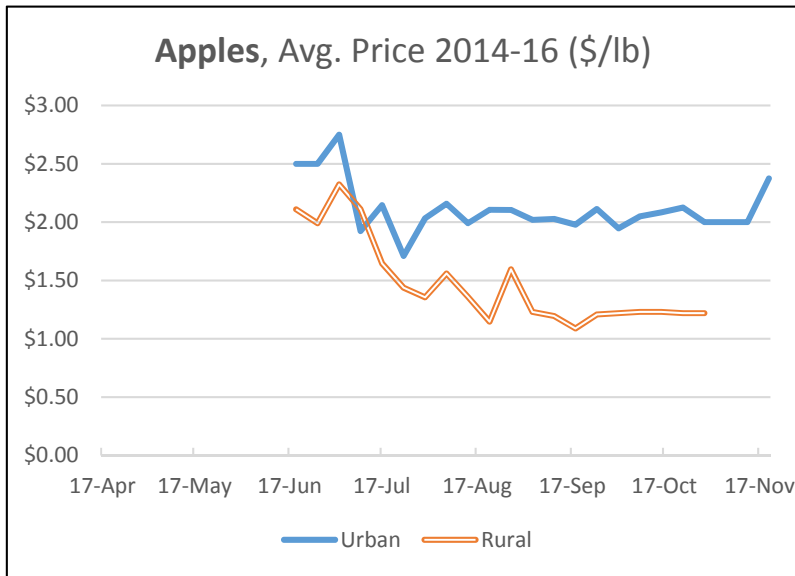
\*\*Market type was assigned based on proximity to a population center **and** as overall market size.

\*\*\*As we do not collect sales volume data, these are not weighted averages, but rather average weekly prices over the last three years. They should be used—in combination with the graphs below—to observe trends in these prices

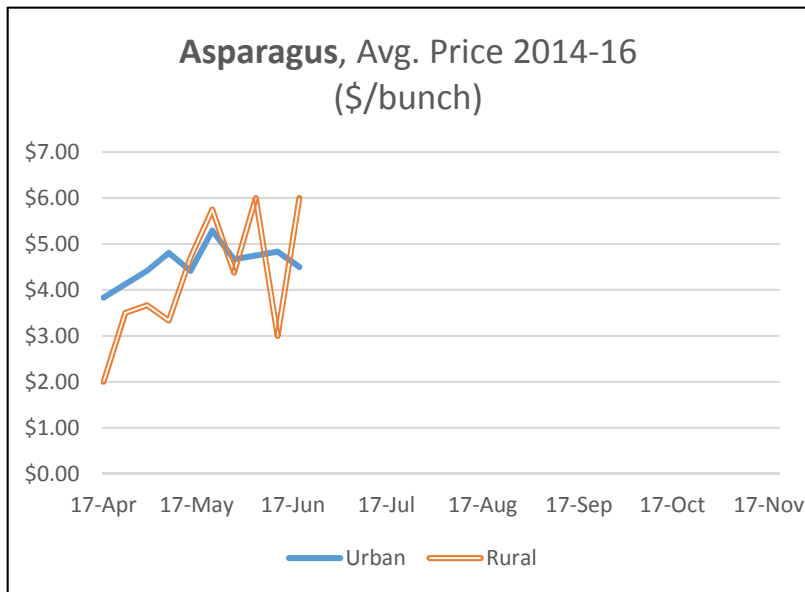
## Rural vs. Urban Market Averages

The graphs below compare the 3-year average prices for rural and urban Kentucky markets.

Note: not all markets reported every crop, every year, or for the whole year.

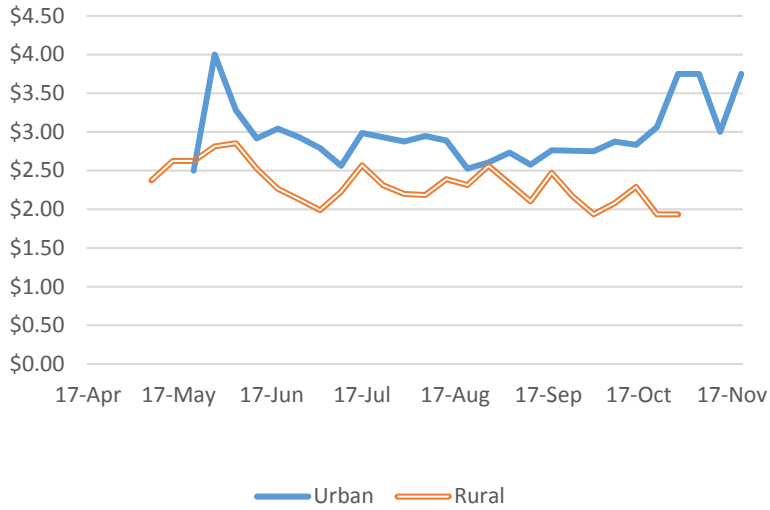


Typical reported units: pound, bushel, half-bushel, quart



Typical reported units: pound, 1/2- pound bunch

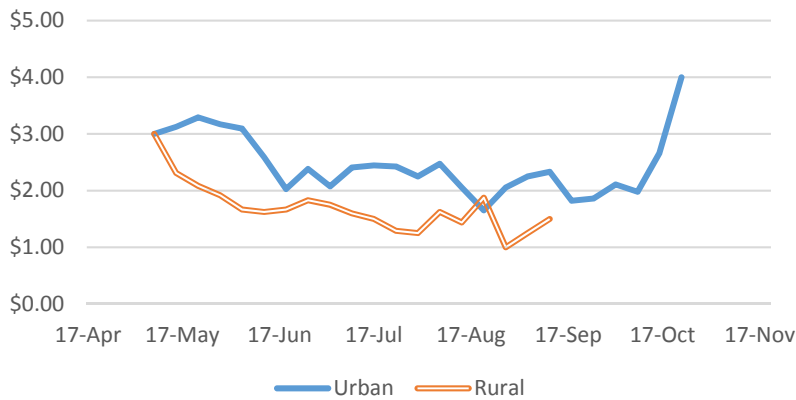
**Beans, Avg. Price 2014-16 (\$/lb)**



Typical reported units: pound, 1/2-bushel, bushel

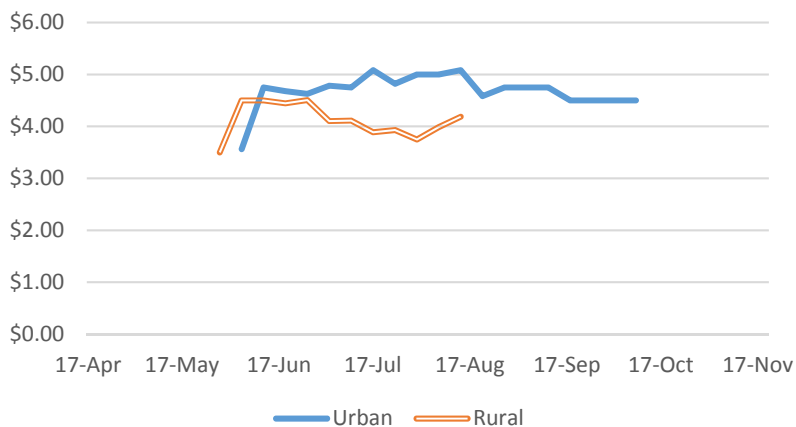
Note: These prices are for green beans. If no variety or type was listed, we assumed they were green beans.

**Beets, Avg. Price 2014-16 (\$/lb)**



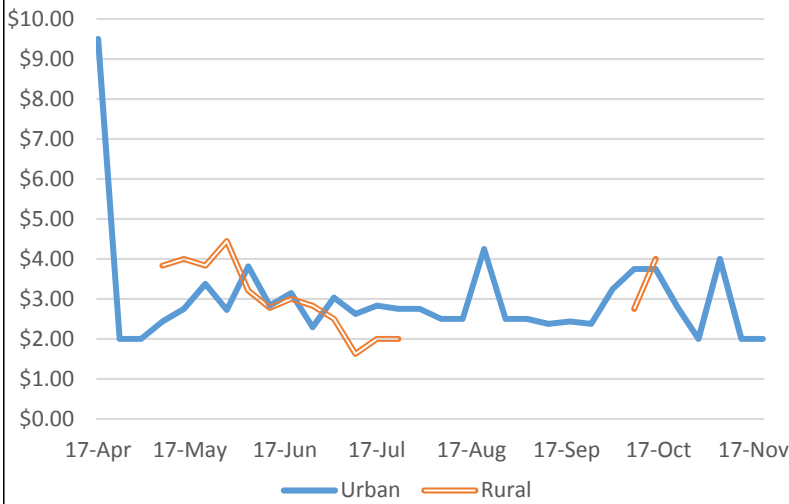
Typical reported units: pound, 1/2-pound bunch

**Blueberries, Avg. Price 2014-16 (\$/pint)**



Typical reported units: pint, quart

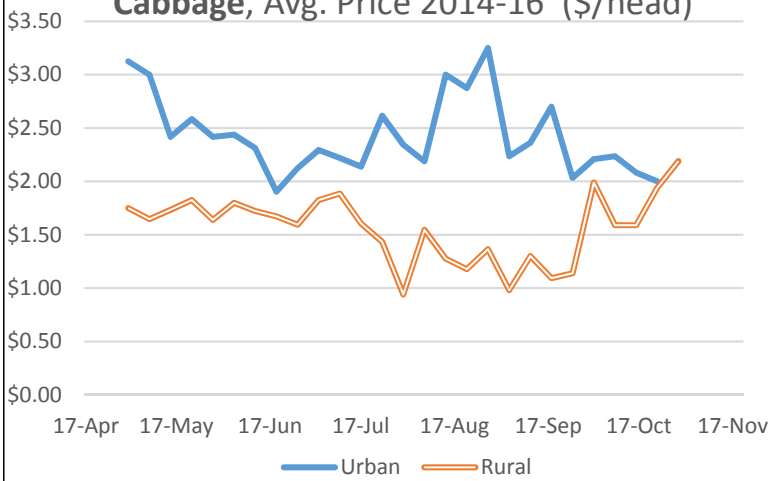
**Broccoli, Avg. Price 2014-16 (\$/lb)**



Typical reported units: pound, head, crown, quart

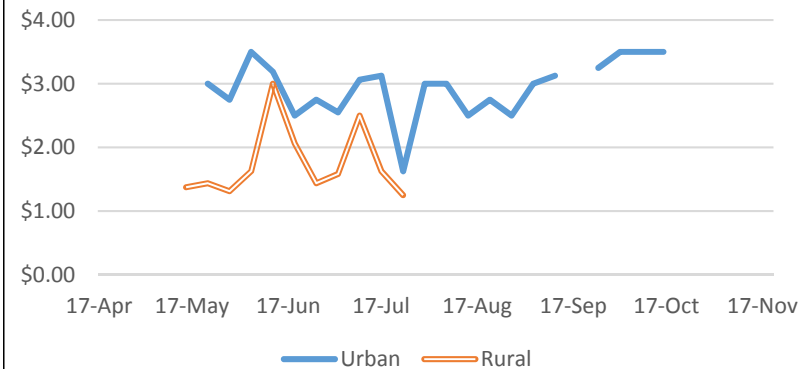
Note: early urban data were reported correctly. May reflect overpricing by a vendor early in the season.

**Cabbage, Avg. Price 2014-16 (\$/head)**



Typical reported units: head, pound

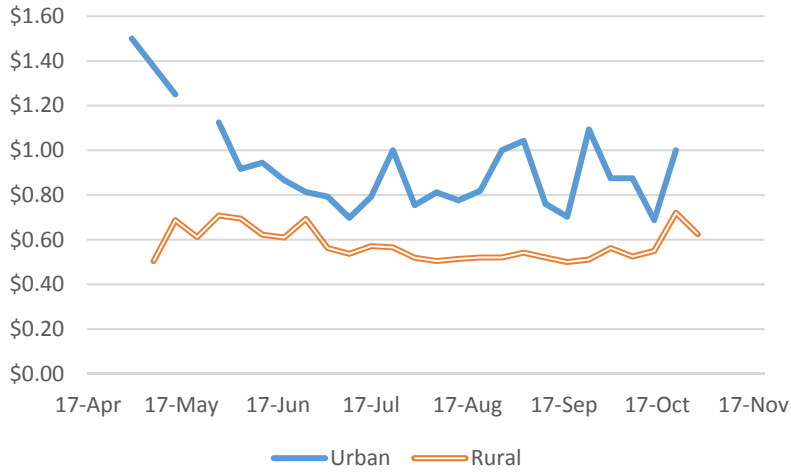
**Carrots, Avg. Price 2014-16 (\$/lb)**



Typical reported units: pound, bunch

Note: The spike in rural prices in June is due to only 1 year of data availability and those products being certified organic.

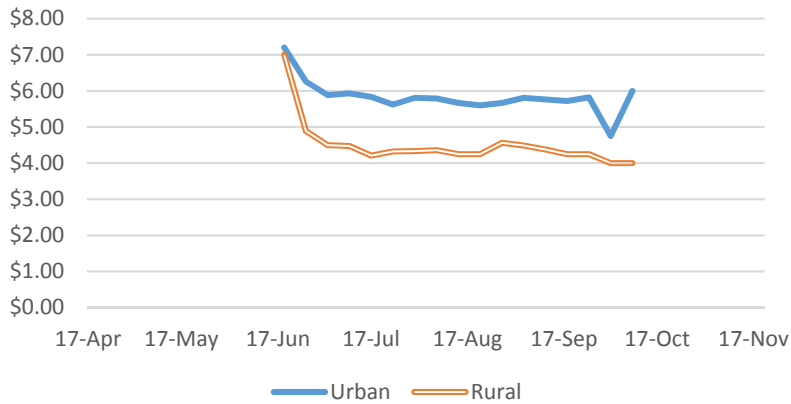
**Cucumber, Avg. Price 2014-16 (\$/each)**



Typical reported units: each, pound, quart

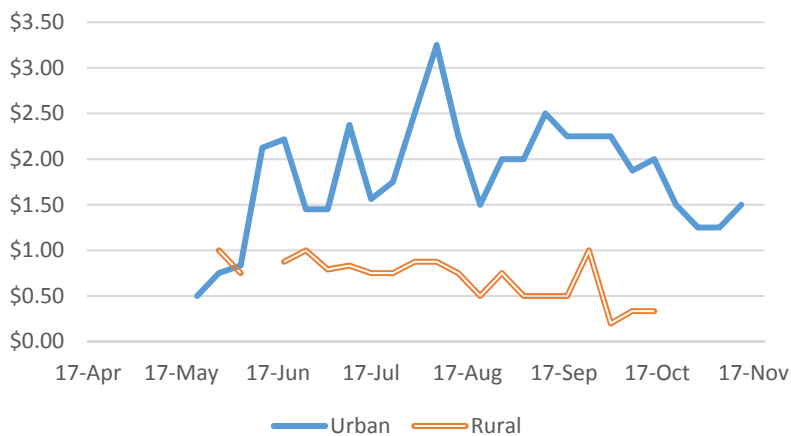
Note: This refers to slicing cucumbers

**Corn, sweet, Avg. Price 2014-16 (\$/dozen)**



Typical reported units: dozen, each

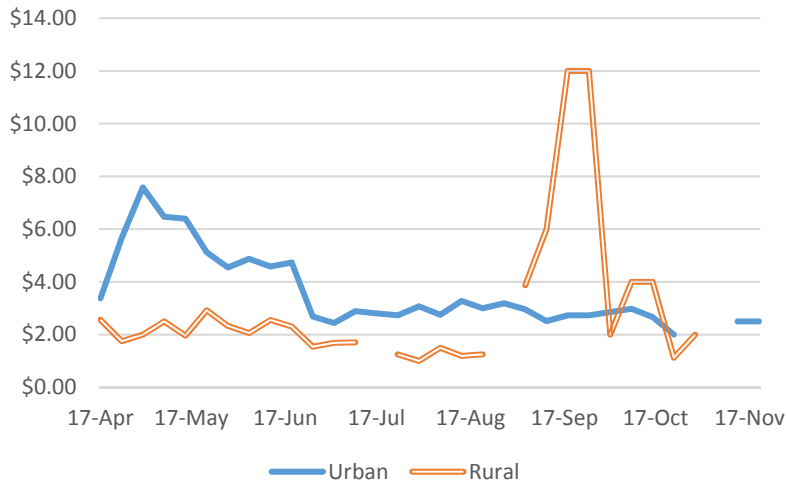
**Garlic, Avg. Price 2014-16 (\$/head)**



Typical reported units: each, pound

Note: These are mature garlic heads and do not include scapes. The price spike in urban prices in August reflects the data accurately.

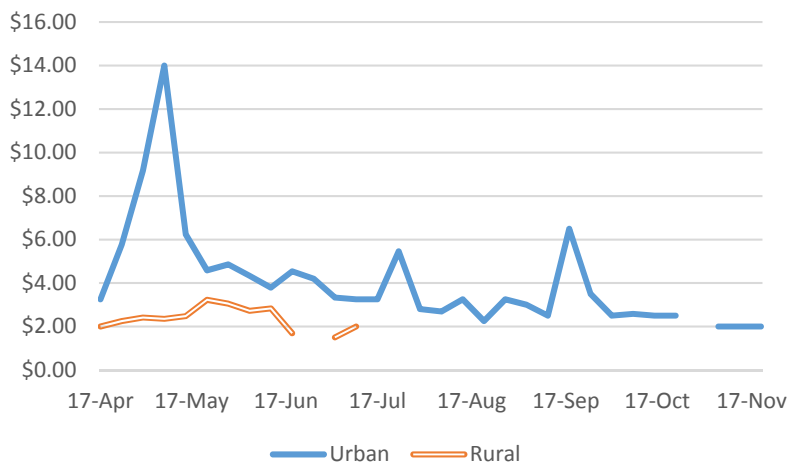
**Greens, Avg. Price 2014-16 (\$/lb)**



Typical reported units: pound, gallon, quart, bunch

Note: The spike in rural prices in September reflects only 1 year of data.

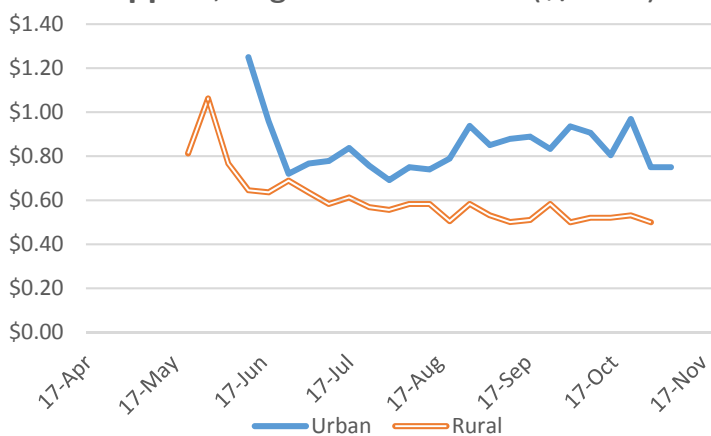
**Lettuce, Avg. Price 2014-16 (\$/head)**



Typical reported units: head, pound, gallon, quart

Note: The spike in urban prices reflects a few particularly high data points (>\$24/lb)

**Peppers, Avg. Price 2014-16 (\$/each)**

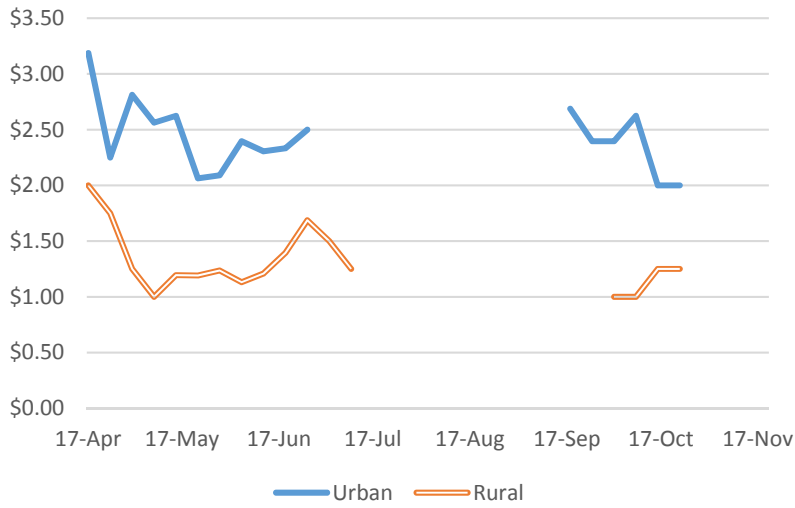


Typical reported units: each, per 2-3, quart

Note: Prices are for green bell peppers.

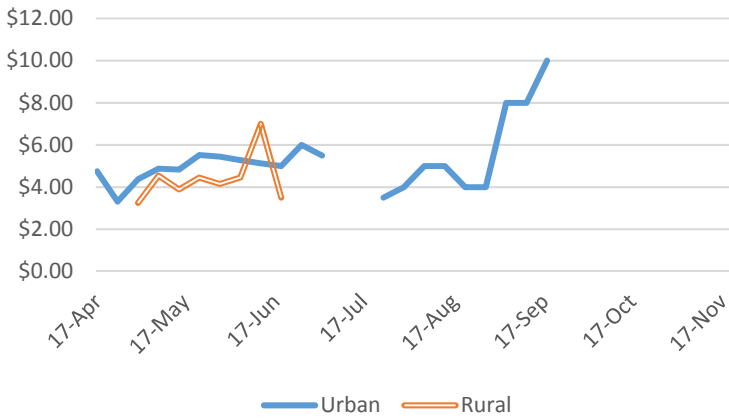


**Radishes, Avg. Price 2014-16 (\$/bunch)**



Typical reported units: bunch

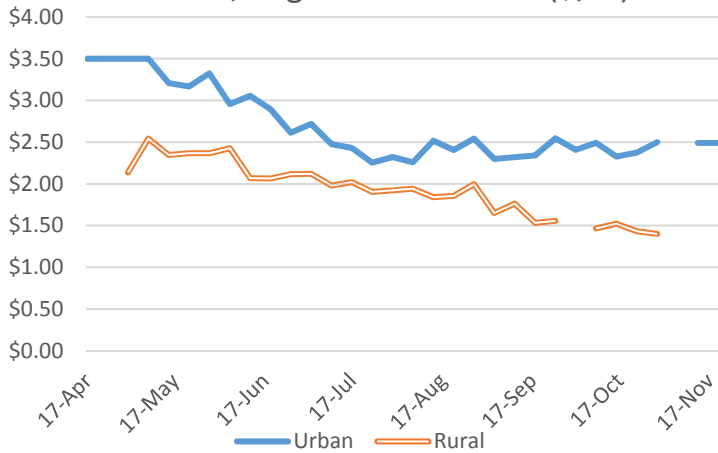
**Strawberries, Avg. Price 2014-16 (\$/qt)**



Typical reported units: quart, pint, gallon, pound

Note: The spike in rural prices in June reflects only 1 year of data.

**Tomatoes, Avg. Price 2014-16 (\$/lb)**



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)
- [Wholesale terminal indexes](#)
- [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](mailto:brett.wolff@uky.edu).

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