

Fact Sheet
CCD-FS-29
December 2023

3-year Average Weekly Prices at Kentucky Farmers Markets: 2021-2023



Overview

This report compares average prices for 17 crops from Kentucky farmers markets across the 2021, 2022, and 2023 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. Since 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 or bunch of 5)	Peppers, green bell (each)
Beets (lb or bunch of 3)	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. In Tables 1-3 we have summarized annual price data by market type for the last 3 years.

Rural Markets**	Urban Markets**
Adair County	Boone County
Butler County	Fayette County (Lex. FM)
Christian County	Fayette Co. (Bluegrass FM)
Clay County	Jessamine Co.
Cumberland County	
Fleming County	
Floyd County	
Harlan County	
Henderson County	
Johnson County	
Letcher County	
Mason County	
Clay County	
Harlan 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 and price dynamics.

Table 1. Seasonal Average Prices for Urban Kentucky Farmers Markets, by year 2021-2023

Crop	2021	2022	2023
Apple (lb)	\$2.47	\$3.63	\$3.14
Asparagus (lb)	\$6.65	\$7.54	\$6.75
Beans (lb)	\$3.32	\$4.25	\$3.59
Beets (lb or bunch)	\$3.16	\$3.48	\$3.46
Blueberries (pint)	\$4.68	\$6.17	\$6.00
Broccoli (lb)	\$3.20	\$3.95	\$4.31
Cabbage (each)	\$3.11	\$3.63	\$3.96
Carrots (lb or bunch)	\$3.19	\$3.77	\$3.05
Corn Sweet (dozen)	\$6.63	\$8.21	\$9.25
Cucumber (each)	\$0.86	\$0.69	\$1.28
Garlic (each)	\$2.55	\$2.82	\$2.99
Greens (lb)	\$5.28	\$7.64	\$5.35
Lettuce (lb or head)	\$5.14	\$7.48	\$8.55
Peppers (each green or 2 banana)	\$0.87	\$1.06	\$1.10
Radishes (bunch)	\$2.49	\$2.55	\$2.69
Strawberries (qt)	\$6.80	\$7.67	\$8.13
Tomatoes (lb)	\$3.55	\$3.59	\$3.75

Table 2. Seasonal Average Prices for Rural Kentucky Farmers Markets, by year 2021-2023

Crop	2021	2022	2023
Apple (lb)	\$1.74	\$1.80	\$1.83
Asparagus (lb)	\$6.46	\$8.00	\$8.00
Beans (lb)	\$3.47	\$3.92	\$3.18
Beets (lb or bunch)	\$3.36	\$3.15	\$3.28
Blueberries (pint)	\$4.32	\$4.52	\$4.95
Broccoli (lb)	\$2.98	\$2.88	\$3.73
Cabbage (each)	\$2.09	\$3.04	\$3.07
Carrots (lb or bunch)	\$4.00	\$2.63	\$2.62
Corn Sweet (dozen)	\$5.05	\$5.97	\$6.56
Cucumber (each)	\$0.73	\$0.97	\$1.24
Garlic (each)	\$1.51	\$2.44	\$1.47
Greens (lb)	\$3.66	\$5.05	\$3.45
Lettuce (lb or head)	\$4.55	\$3.34	\$3.09
Peppers (each green or 2 banana)	\$0.68	\$0.66	\$0.75
Radishes (bunch)	\$1.56	\$2.35	\$2.88
Strawberries (qt)	\$5.35	\$5.25	\$5.83
Tomatoes (lb)	\$2.38	\$2.77	\$2.37

Table 3. Seasonal Average Prices for All Kentucky Farmers Markets, by year 2021-2023

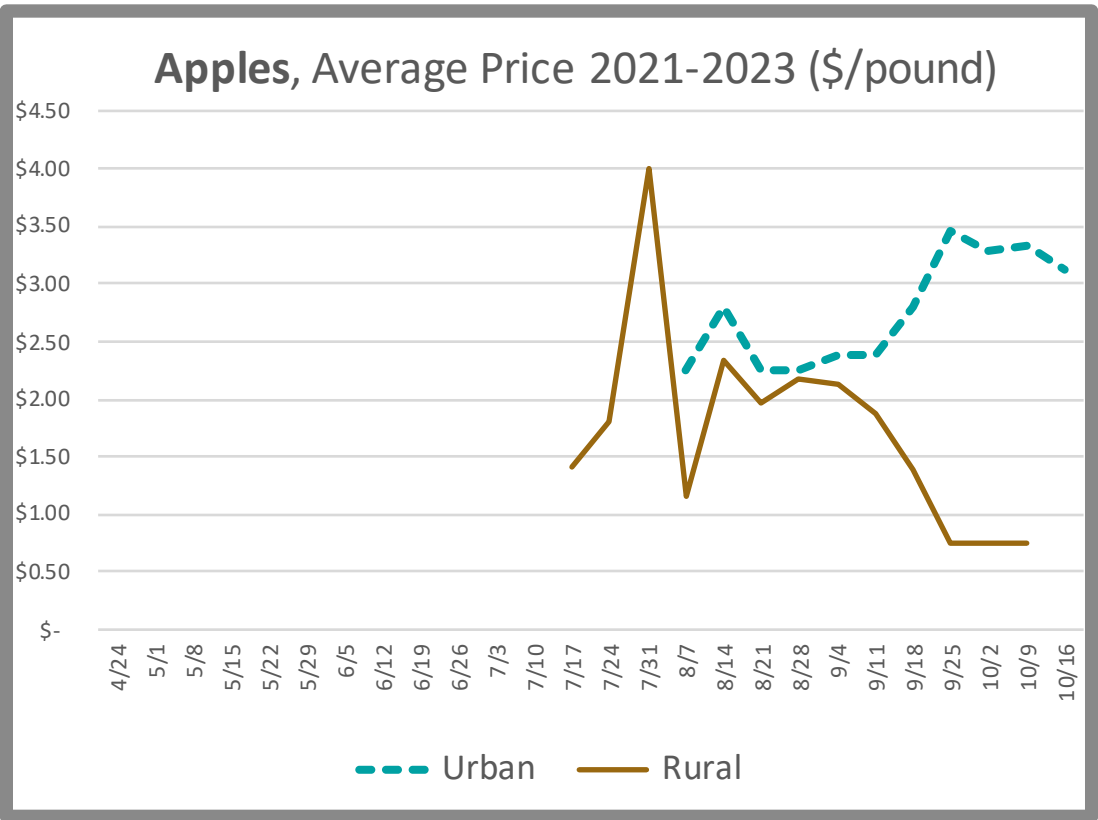
Crop	2021	2022	2023
Apple (lb)	\$2.25	\$2.71	\$2.71
Asparagus (lb)	\$6.61	\$7.57	\$7.25
Beans (lb)	\$3.36	\$4.12	\$3.37
Beets (lb or bunch)	\$3.19	\$3.37	\$3.38
Blueberries (pint)	\$4.40	\$5.68	\$5.20
Broccoli (lb)	\$3.11	\$3.39	\$4.01
Cabbage (each)	\$2.78	\$3.03	\$3.34
Carrots (lb or bunch)	\$3.32	\$3.59	\$2.91
Corn Sweet (dozen)	\$5.99	\$7.53	\$7.63
Cucumber (each)	\$0.81	\$0.78	\$1.20
Garlic (each)	\$1.91	\$2.73	\$2.21
Greens (lb)	\$4.85	\$6.78	\$4.58
Lettuce (lb or head)	\$4.99	\$5.08	\$5.39
Peppers (each green or 2 banana)	\$0.78	\$0.86	\$0.89
Radishes (bunch)	\$2.24	\$2.41	\$2.75
Strawberries (qt)	\$6.04	\$6.07	\$6.95
Tomatoes (lb)	\$3.06	\$3.22	\$2.91



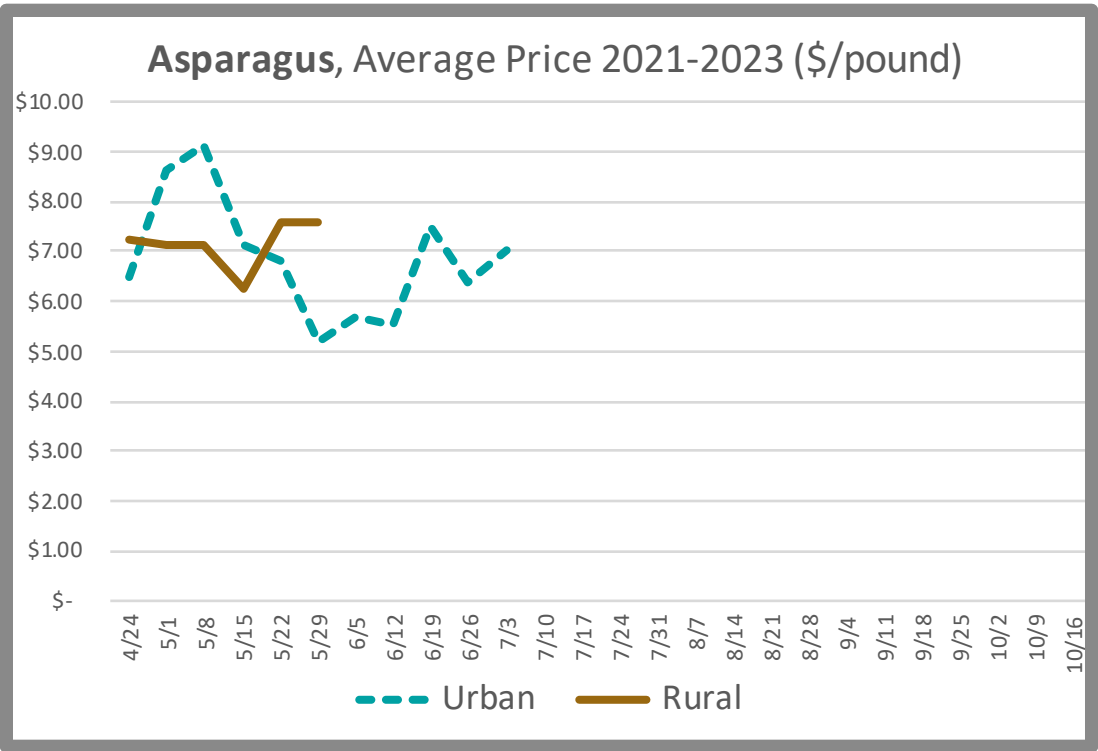
There are lots of ways that vendors at farmers markets accept payments. The more flexible you are, the more opportunity for sales you create. Be sure to tell your customers what kinds of payment you accept!

The ease and flexibility of accepting credit card payments allows farmers market vendors to tap into cashless consumers. Be sure to factor these costs into your prices!

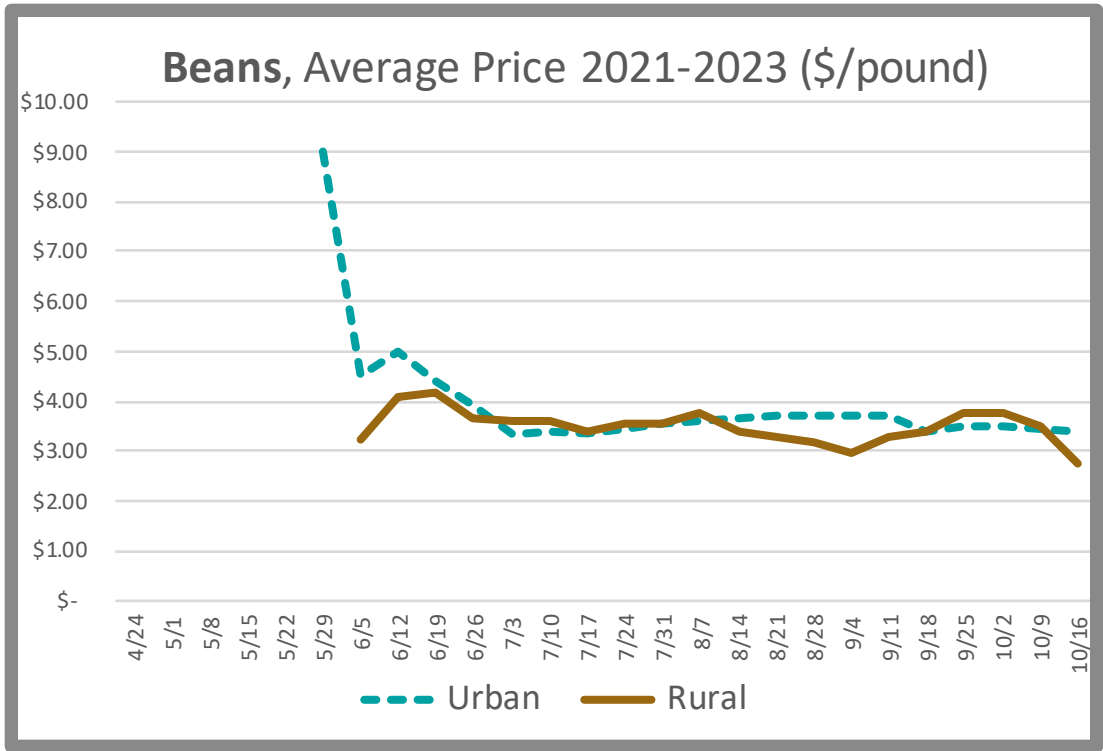




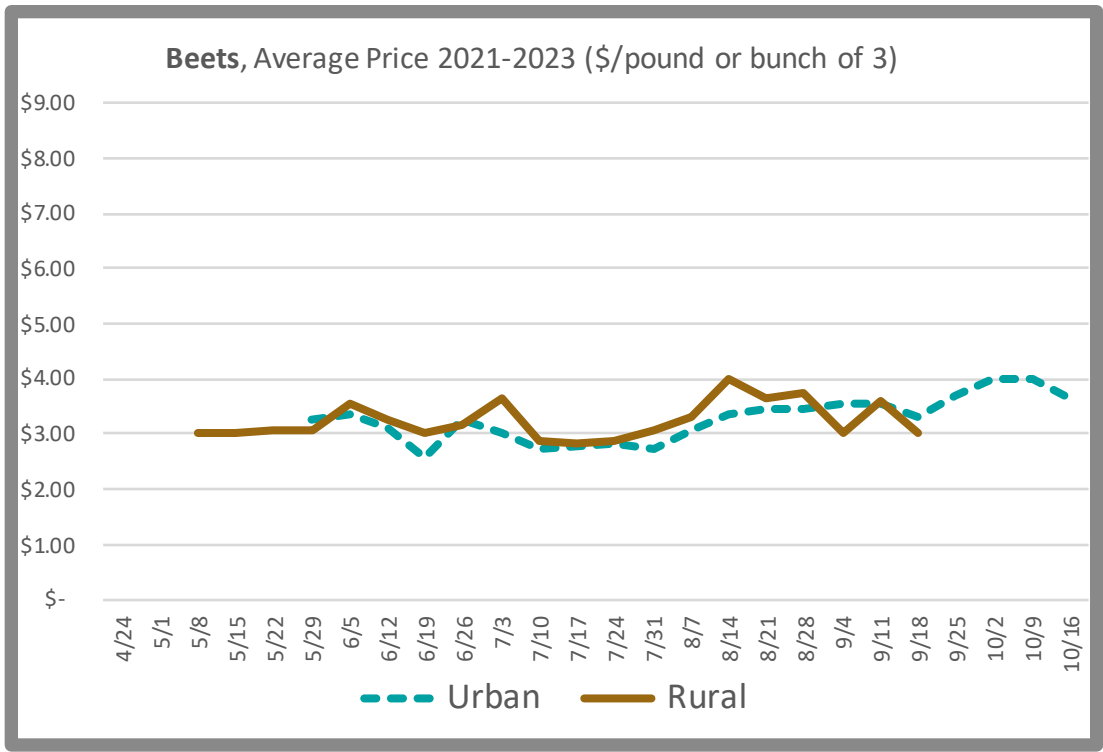
Typical reported units: pound, bushel, half-bushel, quart



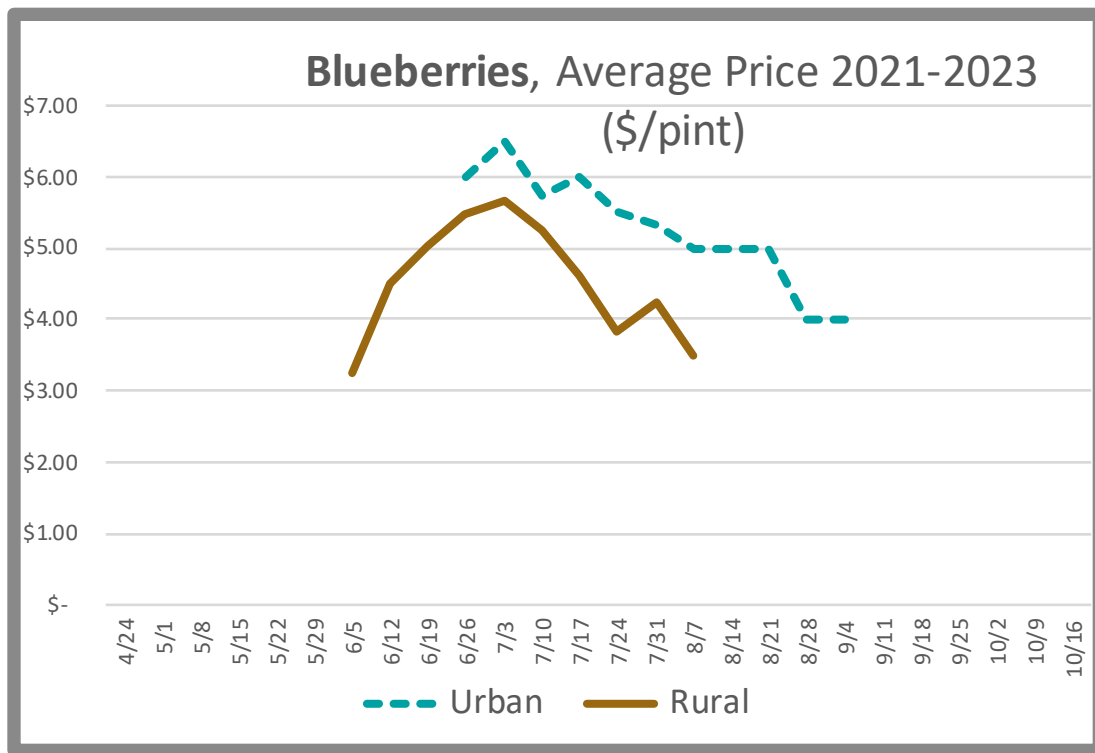
Typical reported units: pound, bunch



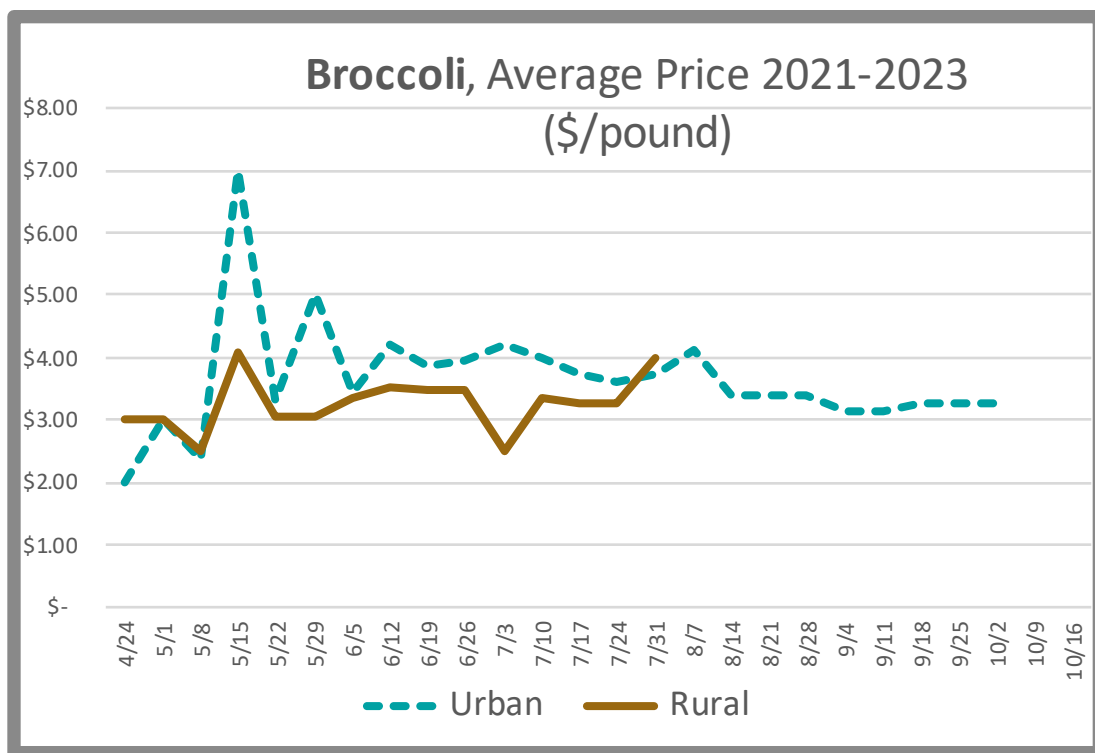
Typical reported units: pound, quart, pint, basket



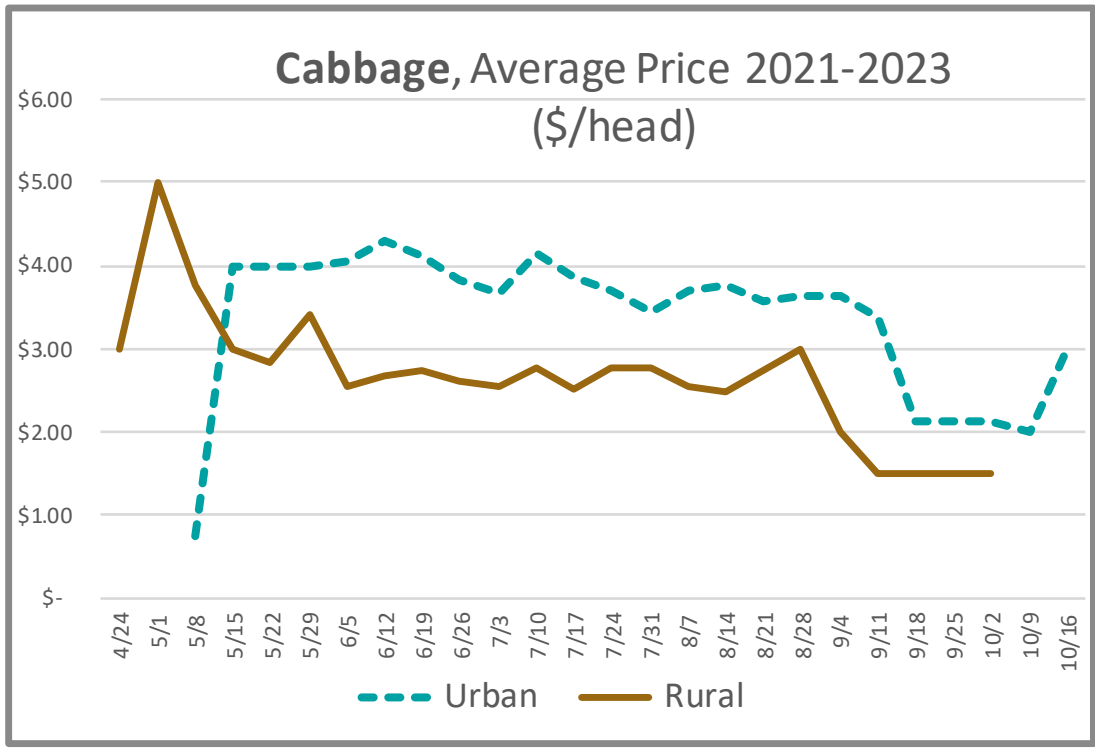
Typical reported units: pound, bunch



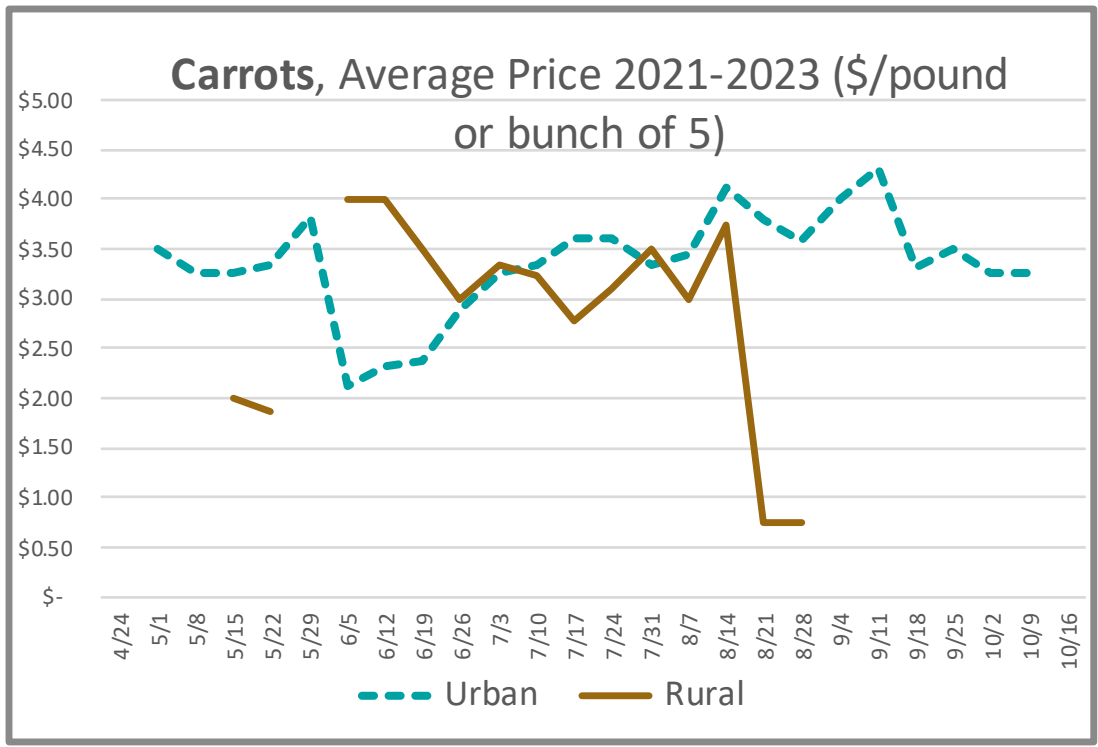
Typical reported units: pint, quart



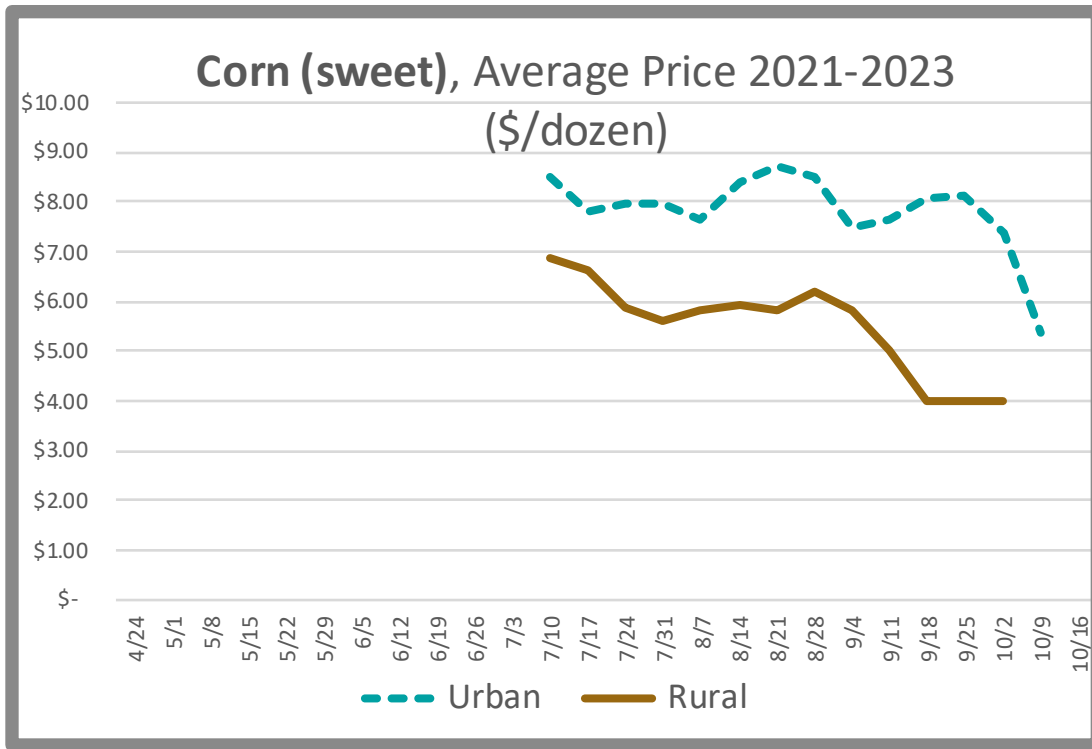
Typical reported units: pound, head, quart



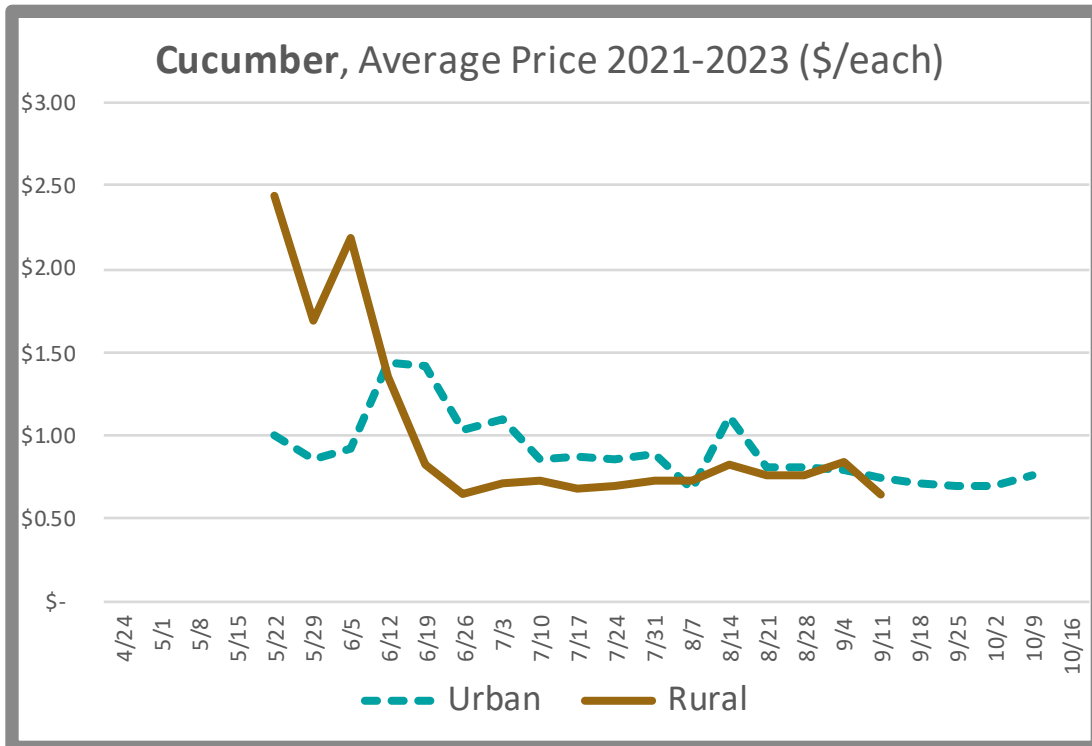
Typical reported units: head, pound



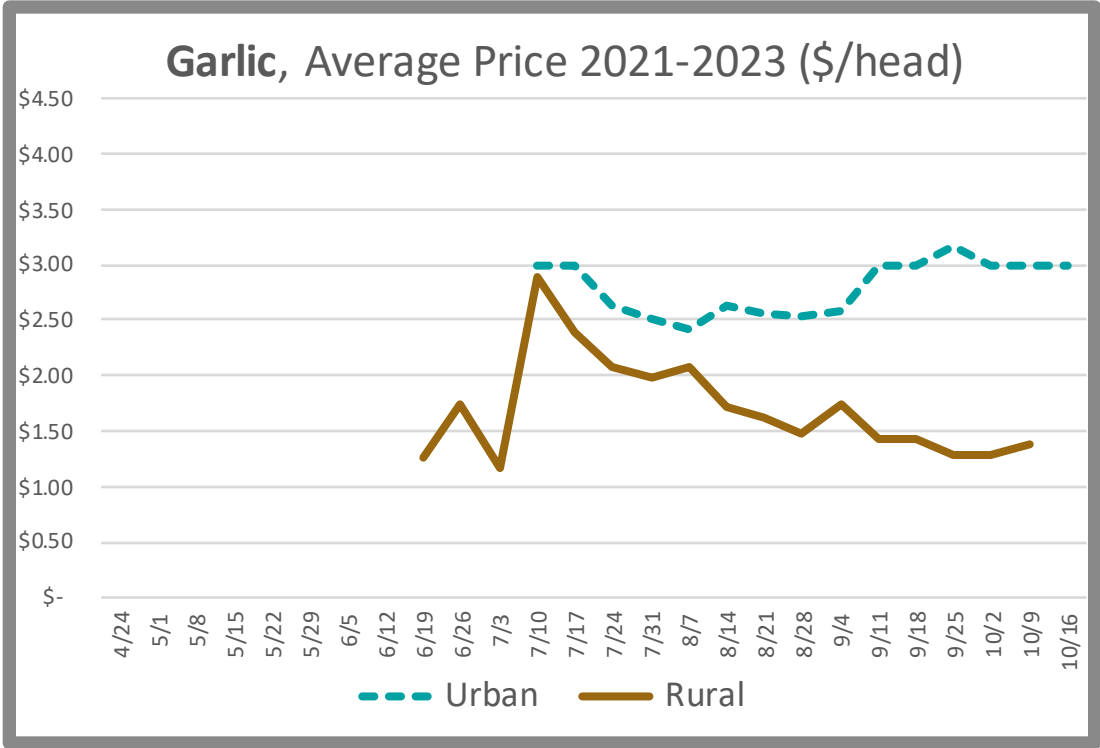
Typical reported units: pound, bunch



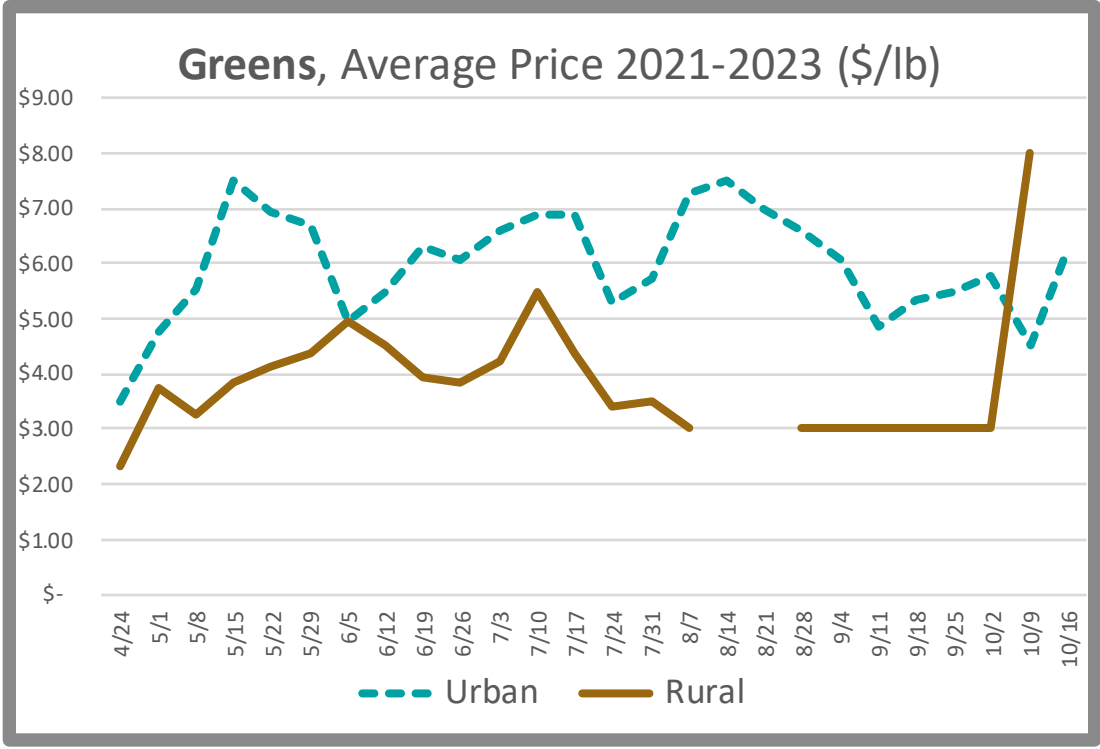
Typical reported units: dozen, each



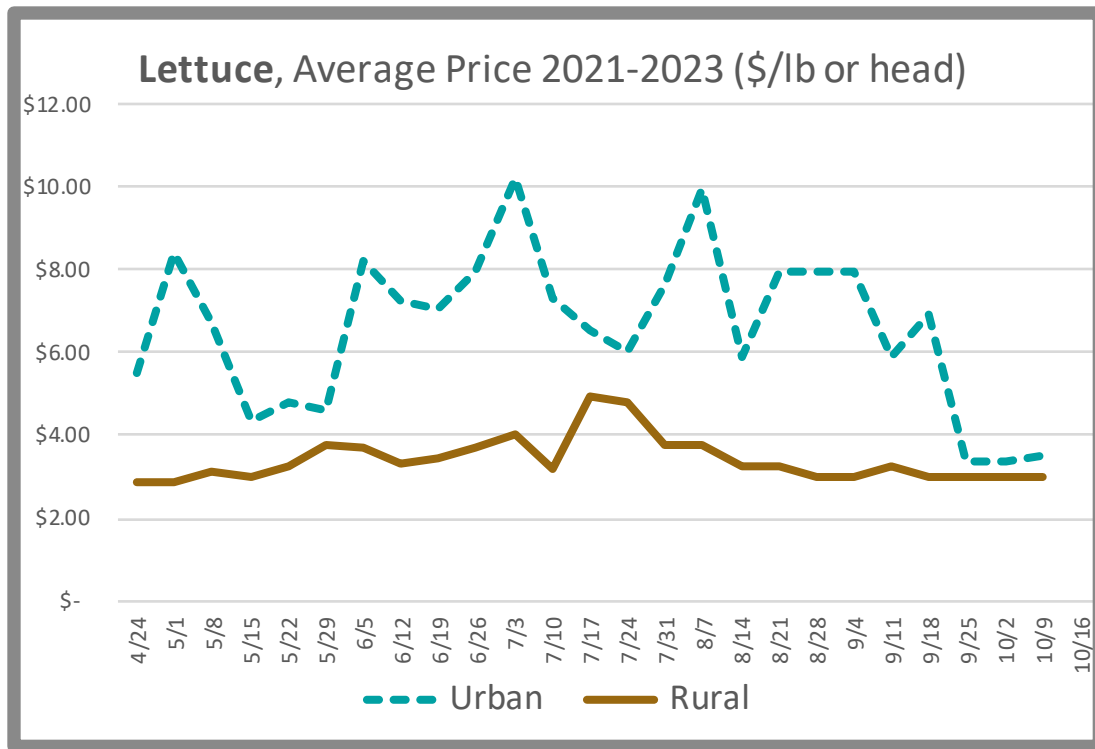
Typical reported units: each, pound, quart



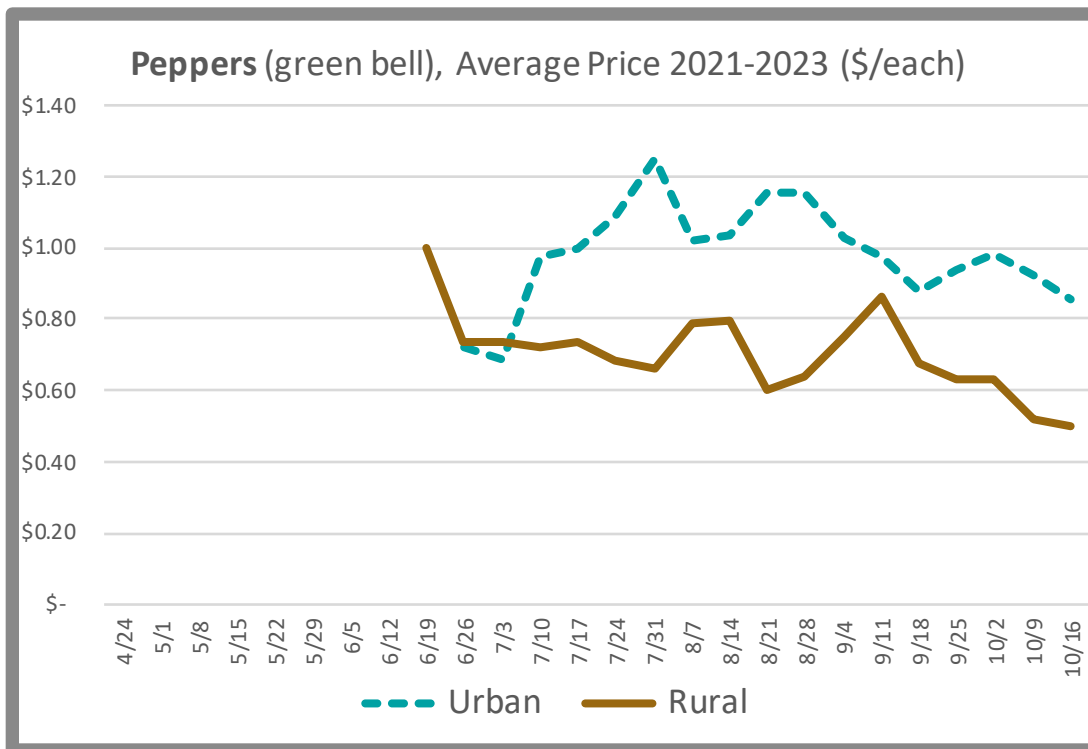
Typical reported units: each, pound



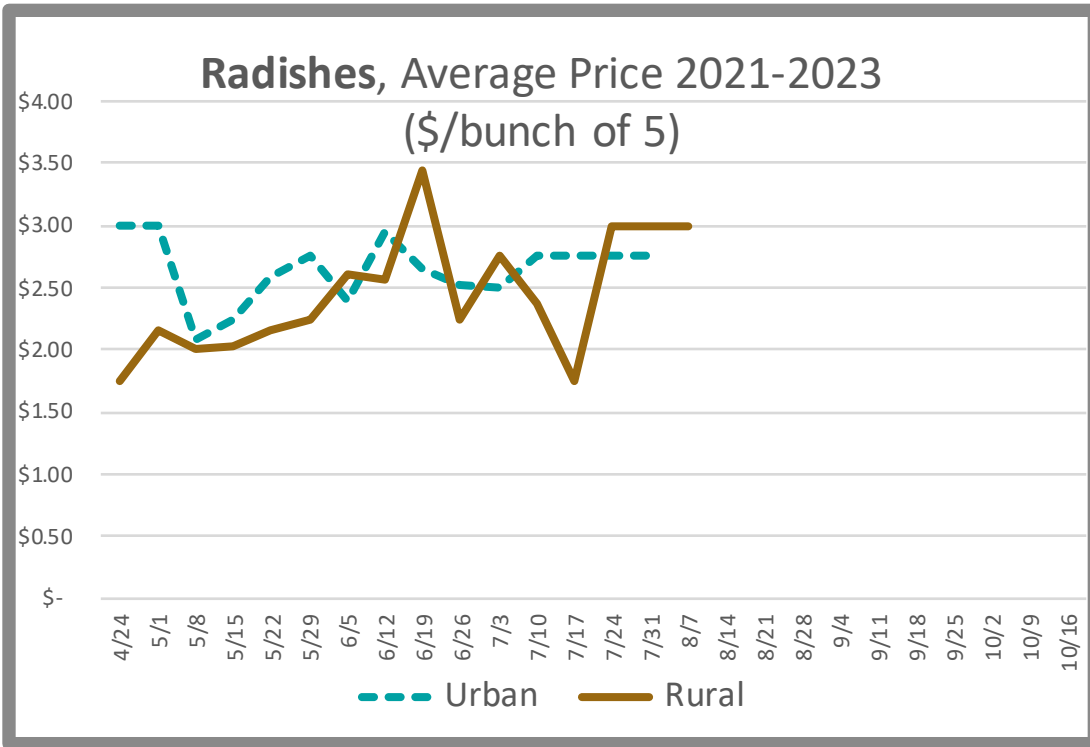
Typical reported units: head, pound, gallon, quart



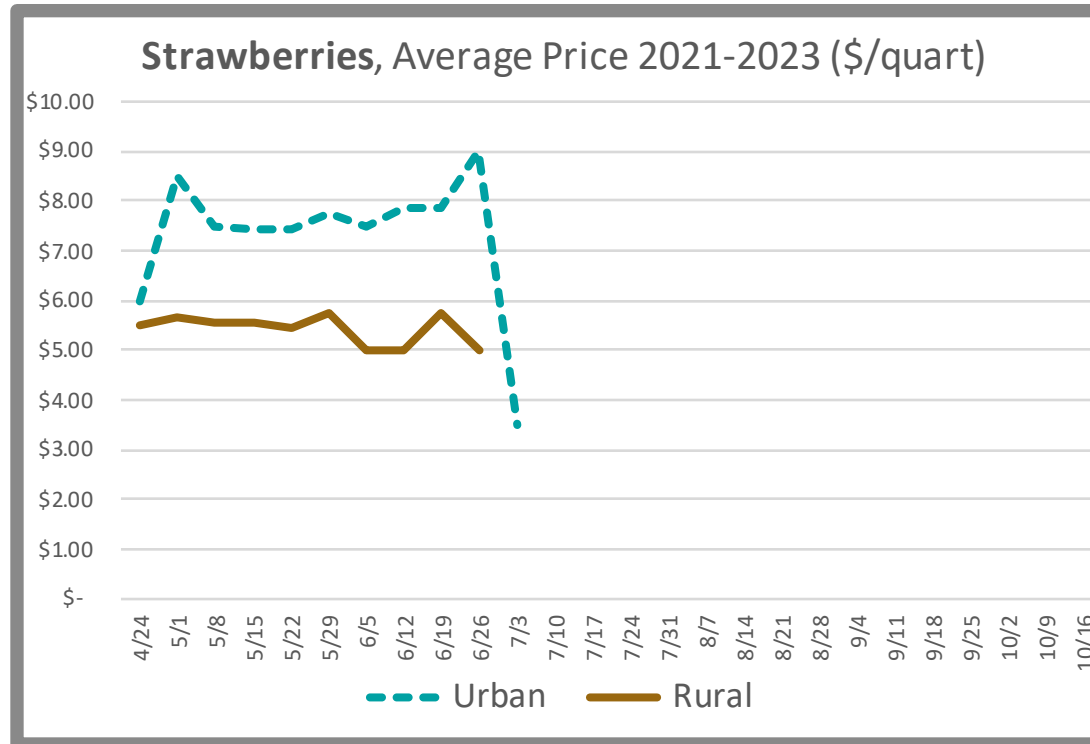
Typical reported units: head, pound, gallon, quart



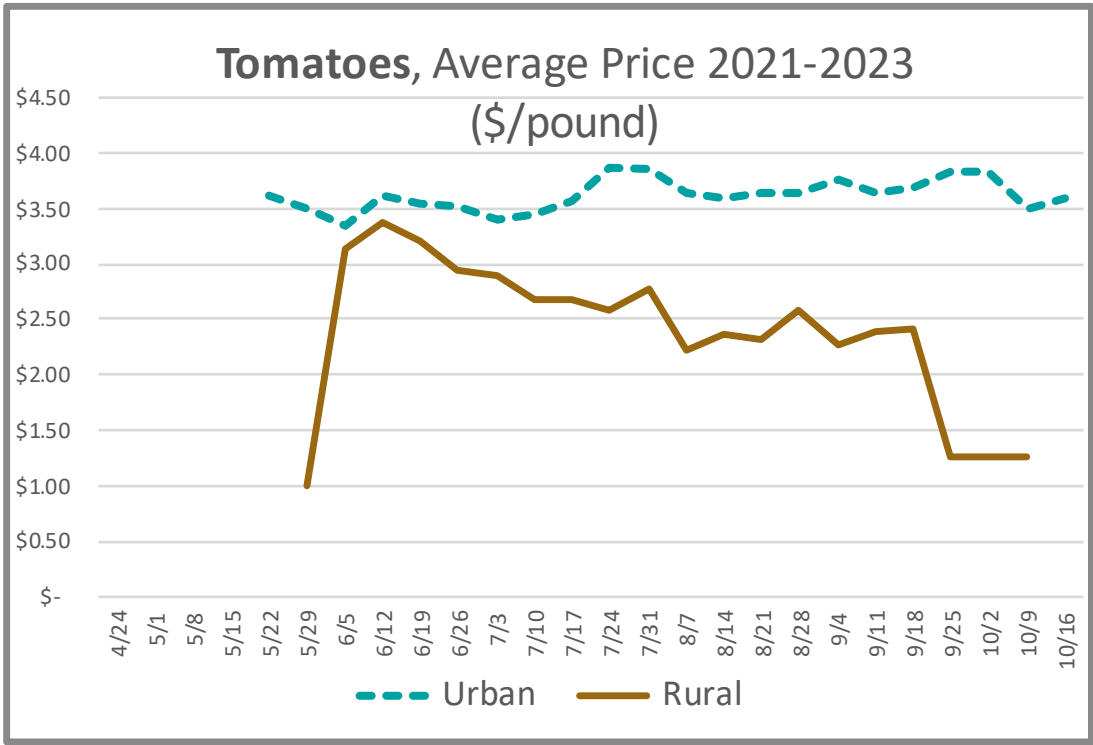
Typical reported units: each, quart



Typical reported units: bunch



Typical reported units: quart, pint, gallon



Typical reported units: pound,
quart, gallon



Communicating your pricing and item descriptions is important. Price tags and item labels on each product on your table helps communicate with timid or unfamiliar customers and can also help you and your employees to keep all your prices straight.

Thanks for reading!

We want to acknowledge and **thank the dozens of price reporters across Kentucky who make these reports possible**. 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)
- [Previous 3-year Average 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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