

Produce Auction Price Reports

The produce auctions in Kentucky serve growers as a market to sell large quantities of crops while serving buyers or consumers as a place to purchase fresh, local products in bulk. The Center for Crop Diversification houses the yearly calendar and market reports from each of the auctions in Kentucky online. This allows growers and buyers to view the schedule, and daily quantity and price of items sold at the auction.



Since the Auction does not have their own website, they utilize the Center for Crop Diversification Page to post their yearly sales calendar and their itemized weekly sales list. I have referred to this page numerous times over the years since it provides me a weekly look at what and when items are available at the market. This information allows me to better plan and schedule my buying trips, anticipate pricing, and predict my marketing goals on social media.

**-Rosemarie Wurth-Grace,
owner of Briar Rose Gardens**

The market price reports and schedule can be used by growers and buyers to:

- Identify sale dates and times (including specials sales, such as consignment equipment or a Mother's Day plant sale)
- Observe quantity and price of the items sold at the auction
- Understand how the auction's prices compare to prices available from other market outlets
- Plan purchasing outlets for crops throughout the year
- Observe degrees and benefits of various quality premiums (ex. #1 and #2 Grade tomatoes vs. small and canning tomatoes) for different crops
- Price products for wholesale or bulk sales, as well as identify price minimums.
- Determine whether selling at an auction will fit their operation and market interests

350,000+
 downloads between
 2016 & 2024

The CCD has been collecting
 auction data since

2004