

# Average Prices at Farmers Markets

Center for Crop  
Diversification

Fact Sheet  
CCD-FS-38  
January 2026

3-year Average Weekly Prices at  
Kentucky Farmers Markets: 2023-2025

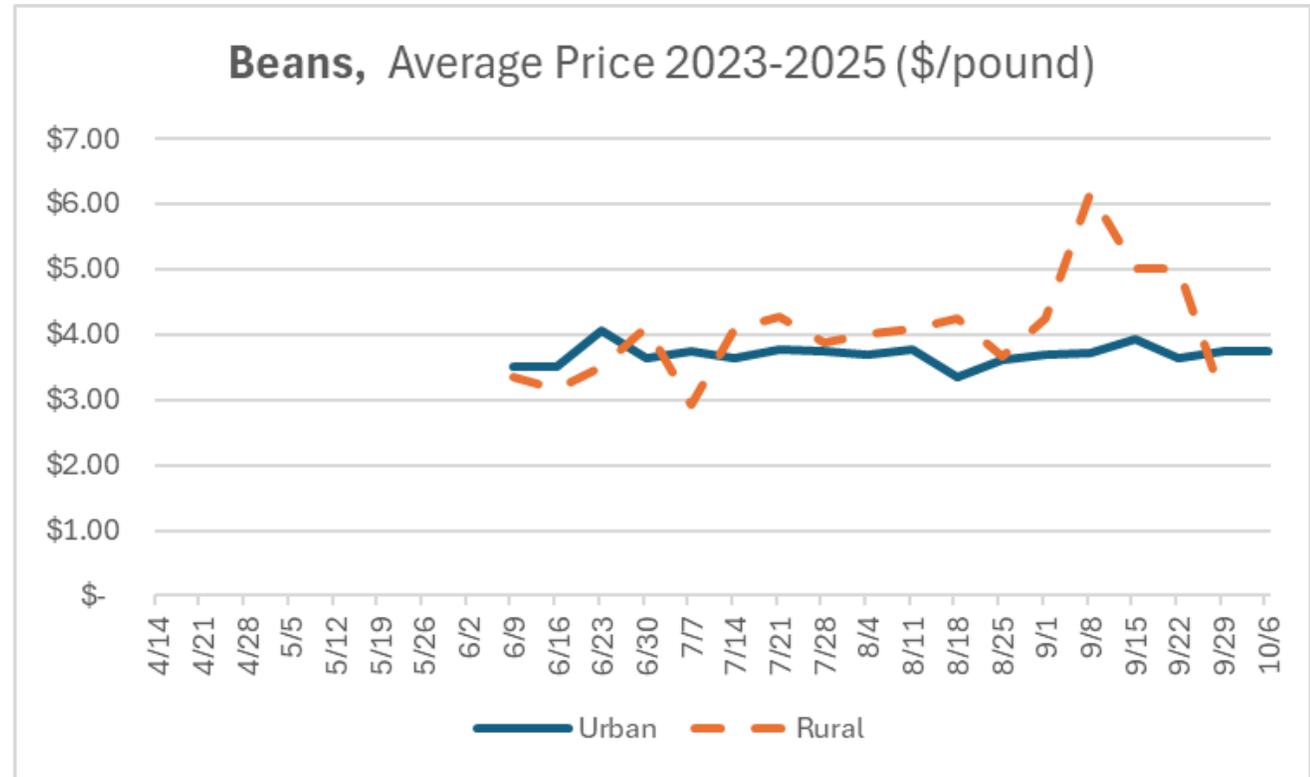
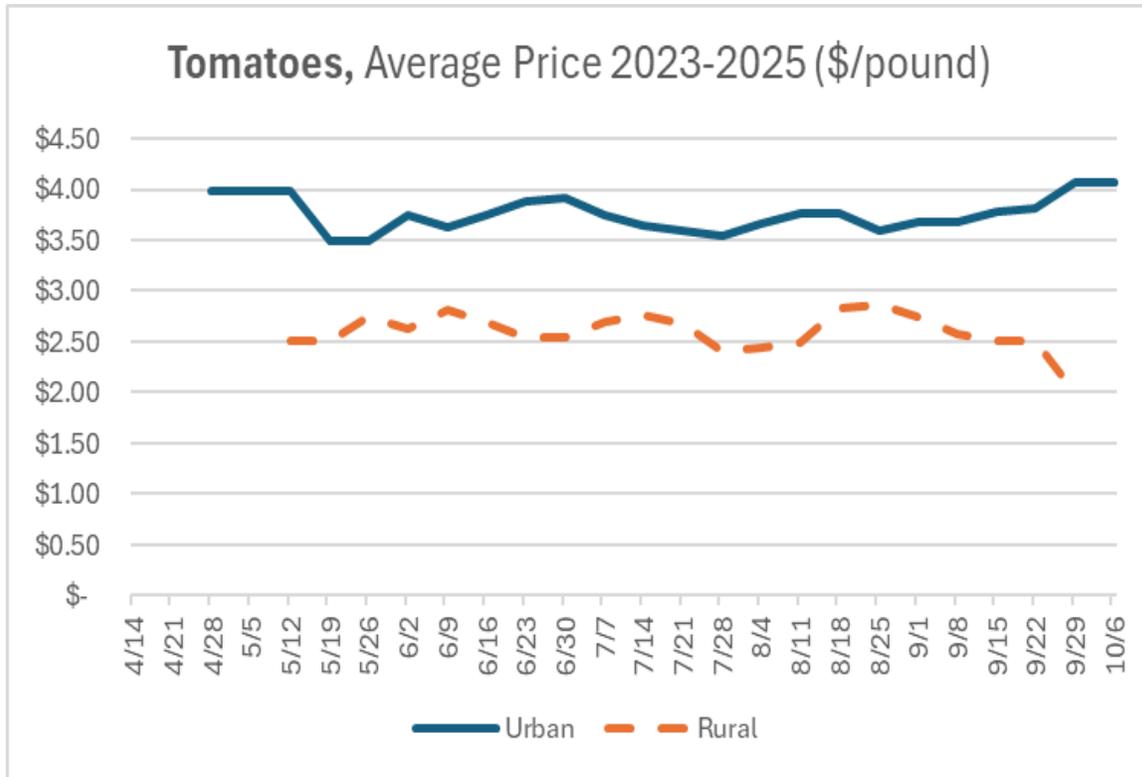


## Caveats

- Units
- Rural v. Urban
- Standardization
- HUGE Crop-specific differences



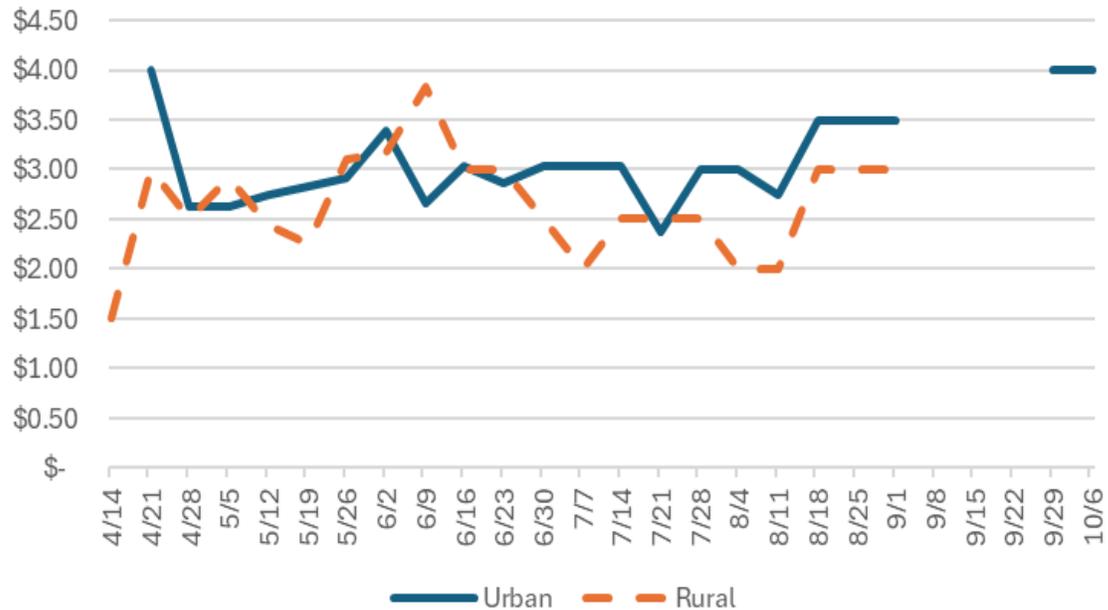
# Exploring some of the data



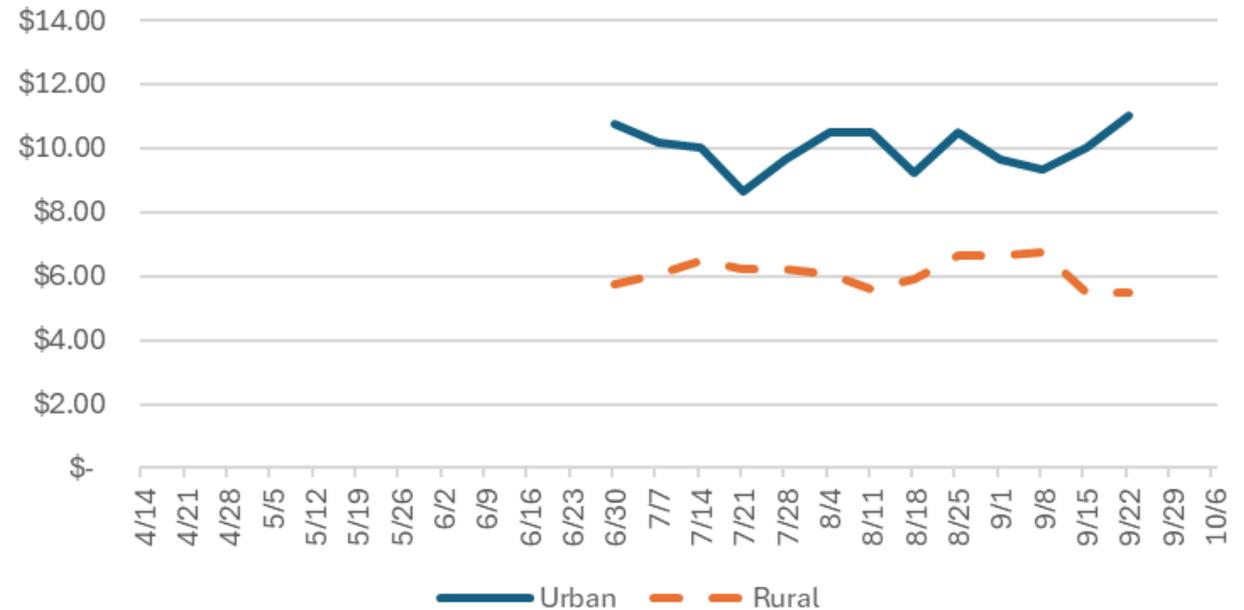
# Exploring some of the data



### Radishes, Average Price 2023-2025 (\$/bunch)



### Corn Sweet, Average Price 2023-2025 (\$/dozen)



# Average Crop Price Changes: 2023 vs. 2024 vs. 2025

Market Type	% Change 23-24 (1 Year)	% Change 24-25 (1 Year)
All Markets	+7%	+9%
Urban	+2%	+15%
Rural	+7%	+7%

# Another way of thinking about it...

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- “Market Basket”
  - Imagine you went and purchased one unit of each item in the report for its average price.
    - 1 pound of tomatoes
    - 1 cucumber
    - 1 bunch of radishes
    - Etc.
- How much did the cost of that “market basket” change per year?

# “Market Basket” 2023 vs. 2024 vs. 2025

Market Type	2023	2024	2025
All Markets	\$66.68	\$71.49	<b>\$68.83</b>
Urban	\$71.35	\$73.11	<b>\$71.23</b>
Rural	\$58.30	\$60.68	\$61.44

# “Market Basket” 2023 vs. 2024 vs. 2025

Market Type	2023-24 % Change	2024-25 % Change	2023-25 % Change
All Markets	+7%	-4%	+3%
Urban	+2%	-3%	+/- 0%
Rural	+4%	+1%	+5%

# Average Crop Price Changes: 2023 vs. 2024 vs. 2025

Market Type	% Change 23-24 (1 Year)	% Change 24-25 (1 Year)
All Markets	+7%	+9%
Urban	+2%	+15%
Rural	+7%	+7%

# Inflation?



Crop	2018 Price	2024 Inflation Adjusted	2024 Actual
Tomatoes (\$/lb)	\$2.35	\$2.93	\$3.13
Strawberries (\$/qt)	\$4.68	\$5.83	\$6.82
Carrots (\$/bunch)	\$2.98	\$3.72	\$3.37

# Takeaways?

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- Prices aren't just skyrocketing upward
- **Change in pricing is much slower** than a few years ago
- Different crops = different stories
  - carrots, peppers, cucumbers = price increases
  - lettuce, greens, broccoli = declining prices
- Not just inflation
  - Individual price adjustment
  - Reporting changes
  - Vendors entering, leaving the market

# Front end Data Collection

- Optional data collection tool
- Mobile friendly
- Streamlining data collection
- Real-Time Market Intelligence

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**KY Farmers Market**  
Data Collection System

**New Price Entry**

Data Collector ID  
KY-FM-4782

Date  
01/09/2026

County  
Fayette

Product  
Tomatoes

Unit  
lb

**KY Farmers Market Data Collection**  
Track prices and products across Kentucky farmers markets

Data Entry View Data (0)

**New Price Entry**

Date \* 01/09/2026

Vendor/Data Collector \* Enter vendor name or ID

County \* Select county...

Product \* Select product...

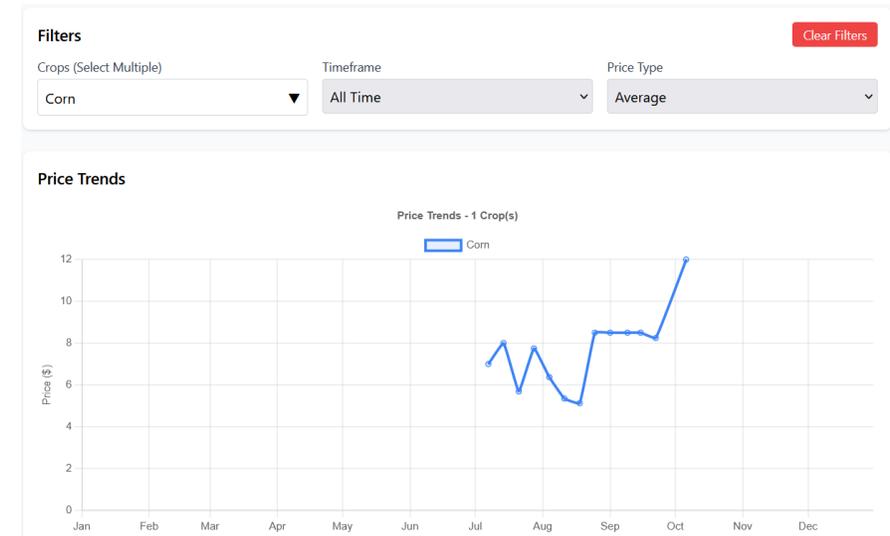
Unit \* lb

Price (\$) \* 0.00

+ Add Entry

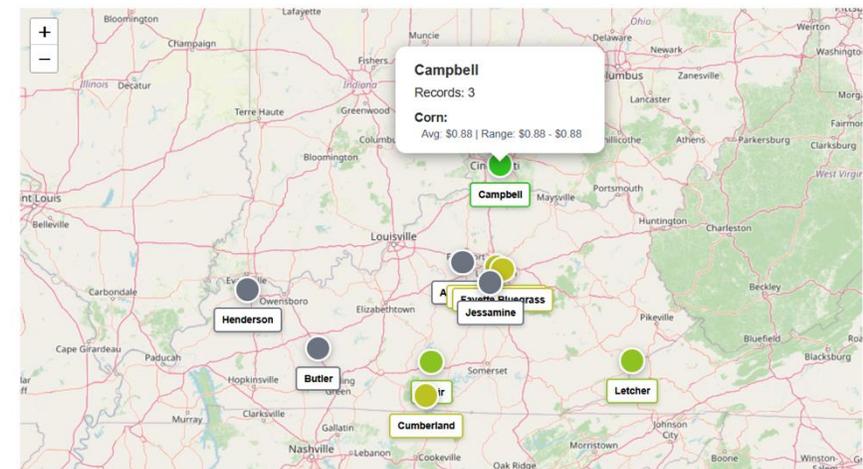
# Farmers Market Price Report Dashboard:

- Easy to use and visualize market trends
- Improve strategic planning
- What are functions that you would like to see in this system?



## Kentucky Farmers Markets Map

Pin colors show prices (green=low, yellow=mid, red=high). Click a pin for details.



What other kinds of analysis do you want to see in the future?

# Contact Us

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