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New York Berry Price Information

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Acknowledgement

Cornell's Food Industry Management Program, with funding from the NYS Berry Growers Association, conducted the biennial berry pricing study for New York commercial berry growers. The survey collected 2022 price information so commercial growers can make future pricing decisions.

We gratefully acknowledge the help from all the berry growers who participated in the survey and for the funding from the New York State Berry Growers Association that made this project possible. This study was originally developed and conducted by Marvin Pritts, Professor, School of Integrative Plant Science Horticulture Section, Cornell University.

Farm demographics

We want to thank all the growers who took the time to complete the survey. One hundred thirty-six farms currently producing berries completed the survey. The number of returned surveys was higher than the previous study conducted in 2020, and the results are robust. The distribution of respondents according to type of production practice, conventional versus organic (Table 1), as well as berry acreage (Table 2 and 2a) was very similar to the 2020 respondents and can be compared with the previous survey results.

Table 1: Number of Survey Respondents, 2006 through 2022

	2006	2009	2012	2018	2020	**2022**
			number of respondents			
Total growers	48	162	117	117	99	136
Conventional		157	97	87	78	107
Organic		5	12	30	22	29
Counties represented	34	48	37	45	37	45

The berry farm respondents are from 45 counties which spread the width and breadth of the state. The size distribution of farm acres and of berry acres per respondent is like that from the 2020 survey, although there appears to be proportionately a few more small farms and a few more large farms, creating a dip in the middle of the distribution of acres.

Table 2. Distribution of Respondents' Farm Acreage

Total Farm Size	2018	2020	**2022**
		% of respondents	
<20 acres	18	20	26
21 to 40 acres	12	10	8
41 to 60 acres	12	15	12
61 to 80 acres	12	6	4
81 to 100 acres	9.0	13	10
101 to 200 acres	17.0	16	18
>201 acres	20.0	20	22
Total	100	100	100

2018 results recalculated to exclude non-respondents.

Table 2a. Distribution of Respondents' Berry Acreage

Respondents' berry acres	2018	2020	**2022**
		% of respondents	
<1 acres	21	21	31
1 to 3 acres	28	20	23
4 to 6 acres	20	21	21
7 to 10 acres	11	9	8
11 to 20 acres	14	15	11
>20 acres	6	12	6
Total	100	100	100

2018 results recalculated to exclude non-respondents.

A large majority of our respondents farmed other crops in addition to berries, with a few farms having over a couple hundred acres (Table 3).

Table 3. Farm Size of Survey Respondents

Total Farm Size	2018	2020	**2022**
		% of respondents	
<20 acres	18.0	19.6	26.0
21 to 40 acres	12.0	9.8	8.4
41 to 60 acres	12.0	15.2	12.2
61 to 80 acres	12.0	6.5	3.8
81 to 100 acres	9.0	13.0	9.9
101 to 200 acres	17.0	16.3	17.6
>201 acres	20.0	19.6	22.1
Total	100.0	100.0	100.0

2018 results recalculated to exclude non-respondents.

When we look at farm size by conventional versus organic farms, and we see that organic berry farms are slightly smaller than conventional farms, with more respondents operating farms on less than 20 acres and fewer operating farms on over 200 acres (Table 4).

Table 4. Farm Size of Conventional and Organic Survey Respondents

	Conventional		Organic	
Acres	2020	**2022**	2020	**2022**
		% of respondents		
<20 acres	16.9	25.2	28.6	29.6
21 to 40 acres	9.9	8.7	9.5	7.4
41 to 60 acres	14.1	12.6	19.0	11.1
61 to 80 acres	5.6	3.9	9.5	3.7
81 to 100 acres	14.1	7.8	9.5	18.5
101 to 200 acres	16.9	16.5	14.3	22.2
>201 acres	22.5	25.2	9.5	7.4
Total	100.0	100.0	99.9	100.0

While many berry growers (47%) grew only one berry variety, some growers (53%) grew two or more varieties (Table 5). June-bearing strawberries and day-neutral strawberries are calculated in the table as different varieties, due to different cultivation practices and growing seasons, as are summer and fall raspberries.

Table 5. Number of Berry Varieties Grown by Respondents

Number of berry varieties grown on farms	2018	2020	**2022**
		% of respondents	
1	47	48	47
2 or more	53	52	53
Total	100	100	100

Over three-quarters of our survey respondents grow blueberries, more than any other berry variety (Table 6). Almost half grew June-bearing strawberries. Almost thirty percent of respondents produced "other" berry types, including aronia berries, currants (black and red), gooseberries, honeyberries, juneberries, black raspberries, and saskatoon berries. The most popular of these was black raspberries. This was a substantial increase from the number of respondents who raised other berries in 2020.

The percent of respondents growing the berry types has been very consistent since 2018. One exception might be a decline in the production of fall raspberries. While about one quarter of

respondents were growing fall raspberries in 2018, this declined to 15.2% in 2020 and 10.3% in 2022 (Table 6).

Table 6. Percent of Respondents Producing Different Berry Varieties

Berry Type	2018	2020	**2022**
		% of respondents	
Blueberries	74.4	77.8	71.3
Strawberries-June bearing	41.9	41.4	48.5
Strawberries-day neutral	9.4	10.1	8.1
Raspberries-summer	36.8	39.4	34.6
Raspberries-fall	25.6	15.2	10.3
Blackberries	17.1	16.2	16.2
Other varieties	NA	13.1	29.4

NA (not available) represents data that were not collected, missing data, or data too few to report in a meaningful way.

Berry prices

U-pick operations were found on 75.6% of respondent farms (Table 7). Almost 40% of respondents also sold to wholesalers and 75.6% sold through various retail outlets such as farmers markets, farm stores and stands, and to other retailers.

Table 7. Percent of Respondents Using Various Marketing Channels

Market Channel	2018	2020	**2022**
		% of respondents	
U-pick (pick your own)	79.5	80.3	75.6
Wholesale	40.2	40.6	39.4
Retail*	76.1	76.8	75.6
Value Added	22.2	29.3	NA

*Retail operations include any of the following; farm store, fruit stand, farmers market, or other retail outlets.

Prices for the four leading berry crops, blueberries, strawberries, raspberries, and blackberries, sold through the various market channels are displayed in Table 8.

Prices for all berry types increased from 2020 to 2022, rising dramatically during the year that saw high inflation for almost all goods. Price increases ranged from a 7.5% increase for u-pick fall raspberries to a 42.0% increase for retail strawberries-all. The market appeared to hold despite these large increases in berry prices. As a comparison, the USDA Economic Research

Service reports food at home inflation in 2022 was 11.4%. Whether under continued high inflation in 2023 or under a recession, berry growers should monitor food at home prices at local supermarkets as well as their customer sentiment when they price their berries for the 2023 season.

Table 8. Average Price per Pound

	2018	2020	**2022**	2020-2022 % change
Blueberries				
U-pick	2.83	2.89	3.44	19.0
Wholesale	3.44	3.64	4.04	11.0
Retail	5.41	5.19	5.63	8.5
Strawberries-All types				
U-pick	2.68	3.20	3.92	22.5
Wholesale	2.74	3.26	4.00	22.7
Retail	5.11	4.24	6.02	42.0
Strawberries-June-bearing				
U-pick	NA	NA	3.91	-
Wholesale	NA	NA	3.84	-
Retail	NA	NA	5.77	-
Strawberries-Day neutral				
U-pick	NA	NA	4.17	-
Wholesale	NA	NA	5.03	-
Retail	NA	NA	7.52	-
Raspberries-summer				
U-pick	4.14	4.87	6.20	27.4
Wholesale	4.84	5.84	7.95	36.1
Retail	8.11	8.54	10.06	17.8
Raspberries-fall				
U-pick	4.54	4.76	5.12	7.5
Wholesale	5.91	6.60	7.33	11.1
Retail	8.74	7.89	11.15	41.3
Blackberries				
U-pick	4.69	5.36	7.27	35.6
Wholesale	5.72	5.43	6.94	27.8
Retail	7.94	8.05	10.85	34.8

NA=Not available. 2022 was the first year June bearing and day neutral prices by market channel were reported. Previously, they were combined under strawberries.

Conventional versus organic prices

We compared prices of conventional berries to organic berries (Table 3) and see strong price premiums for organic depending on the berry type and market channel. The price premiums for diurnal strawberries, wholesale fall raspberries and blackberries were not available due to the limited number of data points for these.

Table 9. 2022 Price per Pound, Conventional Berries versus Organic Berries

Berry	Conventional	Organic	% Price premium
	$		*%*
Blueberries			
U-pick	3.32	4.10	23.5
Wholesale	3.93	4.43	12.7
Retail	5.18	6.82	31.7
Strawberries-June bearing			
U-pick	3.67	5.40	47.1
Wholesale	3.58	4.93	37.7
Retail	5.24	7.07	34.9
Strawberries-diurnal			
U-pick	NA	NA	-
Wholesale	5.04	NA	-
Retail	7.86	NA	-
Summer Raspberries			
U-pick	5.53	7.60	37.4
Wholesale	6.56	10.00	52.4
Retail	8.94	12.00	34.2
Fall Raspberries			
U-pick	5.70	6.50	14.0
Wholesale	7.58	NA	-
Retail	9.94	12.00	20.7
Blackberries			
U-pick	6.83	8.14	19.2
Wholesale	6.94	NA	-
Retail	9.47	15.67	65.5

The price premium is the difference between the organic average price and the conventional average price, divided by the conventional price.

Other berries

Information about sales of "other" berries was also collected; however, the number of responses from those growing these specialty berries was not large enough to report prices for each berry type. Prices were averaged across the specialty berry types and market channel prices are shown in Table 10. In general, prices charged in 2022 for berries in the other category which includes black raspberries, currants, gooseberries, and others, are much higher than for blueberries,

raspberries, and strawberries. Prices increased between 8.0 and 40.2 percent from 2020 depending on the market channel used.

Table 10. Price per Pound for Other Berry Types

	2018	2020	**2022**	**2020-2022 % change**
		$		*%*
Other berries				
U-pick	5.49	4.43	6.21	40.2
Wholesale	-	7.41	8.00	8.0
Retail	4.50	7.69	9.04	17.6

Organic prices for these other berries average 70.0% higher than their conventional counterparts (Table 11).

Table 11. 2022 Price per Pound for Other Berries, Conventional versus Organic

	2022 Total	Conventional	Organic	% Organic price premium
		$		*%*
Other varieties	7.76	6.33	10.76	70.0

Price details

The average berry prices in Table 8 (previously) reveal changes in the average prices from 2020. We can also examine the current year's minimum and maximum prices received by growers by market channel to see what they might reveal about pricing opportunities.

Table 12 below reveals the price ranges for berries sold through the market channels. Factors that may explain some of the differences between the minimum and maximum prices reported include:

- Farm location – farms located in more urban settings or in metro areas will have opportunities to charge more for their products. Higher prices might also be possible in high traffic, tourist areas. And higher prices might also be needed in areas where the costs of living and farming are greater.
- Production method – organic methods of production may be more expensive and certainly are rewarded with greater prices. In addition, berries produced in protected environments, such as high tunnels, can grow and ripen earlier than field produced berries and frequently can command higher prices before supplies increase during the height of the growing season.

- Berry variety – day-neutral strawberries can sometimes command a price premium as they can be produced off-season when field-grown berries are low or non-existent. Specialty or novel berries may also command a premium if the farm is located in an area where consumers are eager to try new and interesting berries.
- Farm services – services such as containers, baskets, or flats available to customers or even available bathroom facilities might lead a farm to consider paying for the services through slightly higher prices.

Table 12. 2022 Berry Price Ranges

	2022 Average price per pound	Minimum	Maximum
Blueberries		*$*	
U-pick	3.44	1.13	10.67
Wholesale	4.04	2.00	6.50
Retail	5.63	2.50	14.00
Strawberries			
U-pick	3.92	1.33	10.33
Wholesale	4.00	2.25	6.67
Retail	6.02	3.33	17.33
Raspberries			
U-pick	6.00	3.25	16.00
Wholesale	7.85	4.67	13.33
Retail	10.10	4.00	18.67
Blackberries			
U-pick	7.27	2.95	13.33
Wholesale	6.94	4.67	10.00
Retail	10.85	4.00	18.67
Other berries			
U-pick	6.21	3.00	16.00
Wholesale	8.00	2.00	13.33
Retail	9.04	2.67	21.33

Summary

The total number of growers participating in the 2022 berry pricing survey was up from 2020. Berry farm demographics, such as acreage, berry types, and representation across numerous counties in the state stayed the same. Approximately 69% of respondents reported growing berries on less than or equal to 6 acres.

The survey results indicate that berry prices in New York State increased significantly across all marketing channels for each berry type since 2020. This is important to note as the entire berry season took place under general high inflation across the economy. The CPI for food in 2022 was 11.4%. The price increase for berries was often much higher than the overall CPI for food but took place over 2 years, since 2020.

The prices that growers received ranged greatly. These likely depended on many factors, but producers selling their berries at a price significantly less than the average sales price found in the report may want to re-evaluate their prices. Data collected since 2006 show some producers price their berries significantly lower than the average prices found in the state. If the local demand, as well as local market indicators, suggests the seller could increase their sales prices they are advised to do so. By selling crops at a significantly lower price than the average state price/lb. it is difficult for producers to receive fair compensation for their work.

Thank you to all NYS Commercial berry growers who responded to the 2022 pricing survey. We hope this information is valuable to you as you calculate your price for the future seasons. Thank you again!