

2024 New York Berry Prices

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MAIN TAKEAWAYS

We want to thank all the 132 berry growers who took the time to complete the survey.

Between 2022 and 2024, berry prices experienced some fluctuations. Overall, strawberries displayed declines in some, but not all, channels, blueberries saw a notable rise, and raspberry prices were stagnant. You may use these reported numbers to help you price your 2025 berries.

Note: This article reports the most common units for each type of berry in the market. This is a change from reporting only prices per pound. Average prices for conventional versus organic field-grown berries are presented separately.

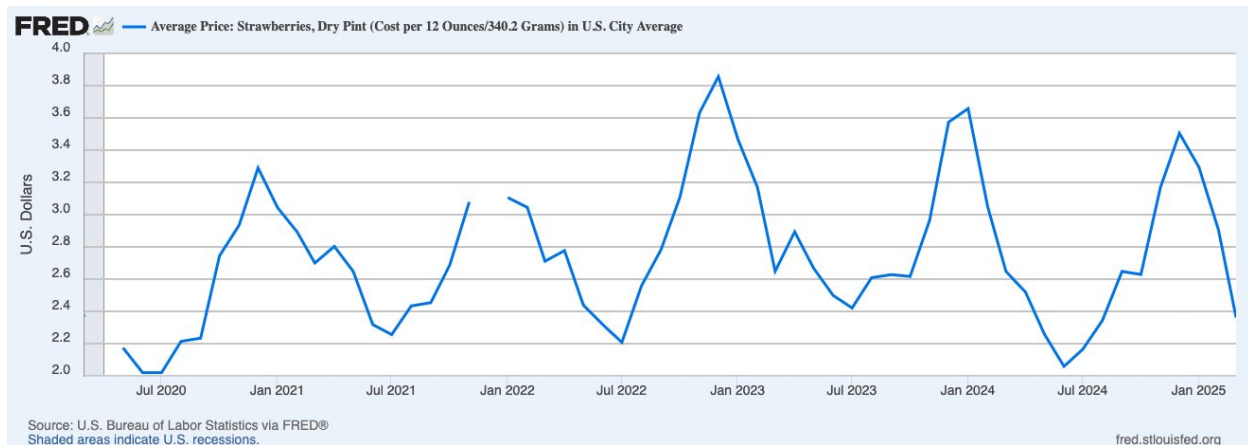
Strawberries

Compared to the 2022 price survey, June-bearing strawberries in 2024 showed a large decrease in the average direct to consumers price and a small decrease in u-pick price, although wholesale price increased (Table 1). In 2022, the farmers market and u-pick channels experienced increased demand (and prices) for strawberries possibly due to the overall high inflation (Figure 1). Consequently, growers expanded strawberry plantings, resulting in a greater supply, and by 2024, inflation receded, and consumer behavior returned to normal, possibly leading to the decline in prices in these specific channels.

Table 1.

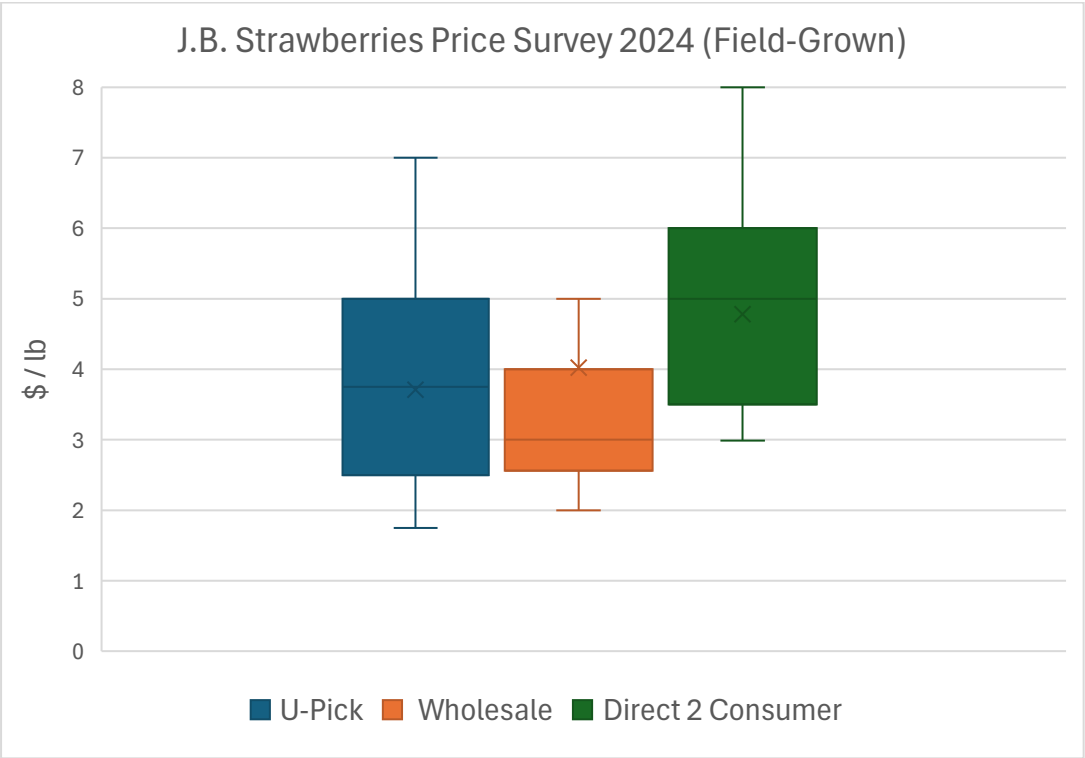
June Bearing Strawberries		Average Prices 2-Year Comparison (\$/lb)					
		U-Pick		Wholesale		Direct to Consumer ¹	
Conventional production		2022	2024	2022	2024	2022	2024
Price (\$/lb)		3.67	3.58	3.58	3.84	5.24	4.66
Price Range (\$)		2.75 - 5.00		2.75 - 4.00		3.75 - 6.00	
2022-2024 % Change		-2.5%		7.3%		-11.1%	
Organic production							
Organic price (\$/lb)		5.40	3.75	4.93	4.70	7.07	6.30
2022-2024 % Change		-31%		-5%		-11%	

¹ farmers market, farm stands, etc.

Figure 1. Average Price Strawberries, dry pint

The bar plot in Figure 2 shows the following: the whiskers represent the higher-end and the lower-end data points, while the boxes contain half of the results. In other words, at least half of the respondents reported u-pick strawberry price between the range of \$2.50 and \$5.00.

Figure 2. Range of Responses for Strawberry Prices



Blueberries

Compared to the 2022 berry price survey, 2024 blueberries demonstrate notable price increases, with the most substantial rise occurring in wholesale and direct-to-consumer channels (Table 2).

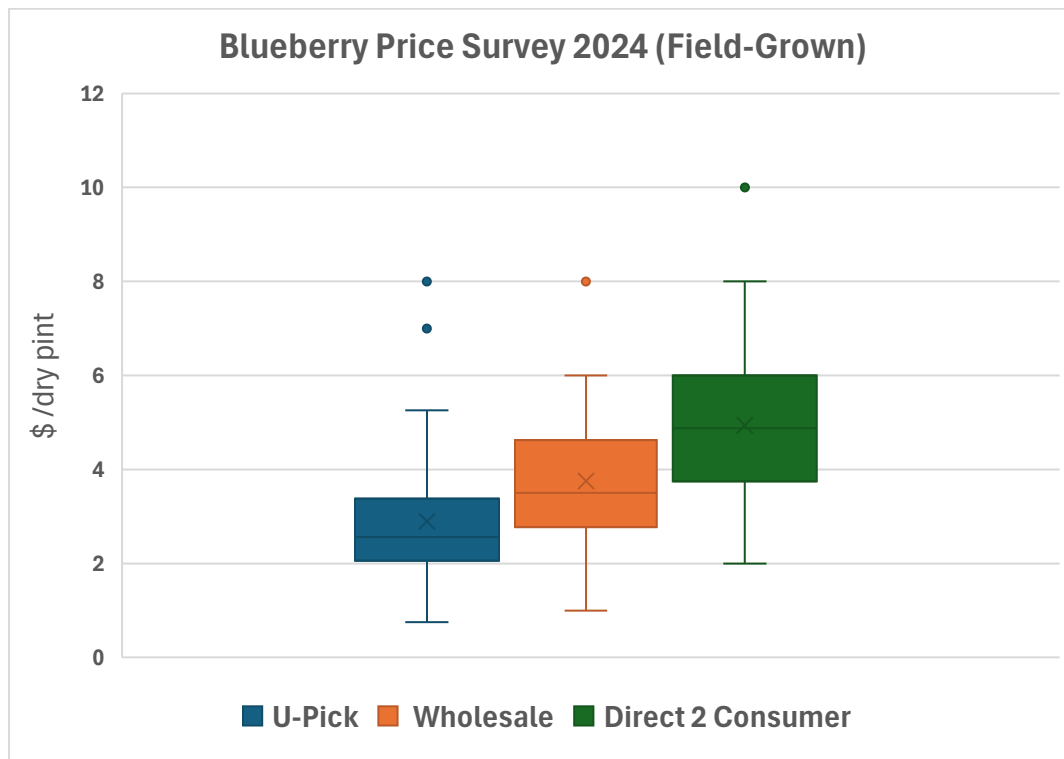
Table 2.

Blueberries	Average Prices 2-Year Comparison \$/dry pint (12 oz)					
	U-Pick		Wholesale		Direct to Consumer ¹	
Conventional production	2022	2024	2022	2024	2022	2024
Price (\$/dry pint 12 oz)	2.49	2.86	2.95	3.63	3.88	4.85
Price Range	2.00 - 3.80		3.00 - 4.75		3.80 - 6.00	
2022-2024 % Change	14.9%		23.1%		25.0%	
Organic production						
Organic price (\$/dry pint 12 oz)	3.00	3.10	3.30	3.99	5.11	5.60
2022-2024 % change	3.3%		20.9%		9.6%	

¹ farmers market, farm stands

The bar plot in Figure 3 shows the following: the whiskers represent the higher-end and the lower-end data points, while the boxes contain half of the results. In other words, at least half of the respondents reported u-pick blueberry prices between \$2.00 and \$3.50.

Figure 3. Range of Responses for Blueberry Prices



Raspberries

Summer raspberry prices in 2024 remained quite similar to those in the 2022 berry price survey (Table 3) indicating stagnant pricing from 2022. The only channel that showed a change, specifically a price reduction, is the wholesale channel.

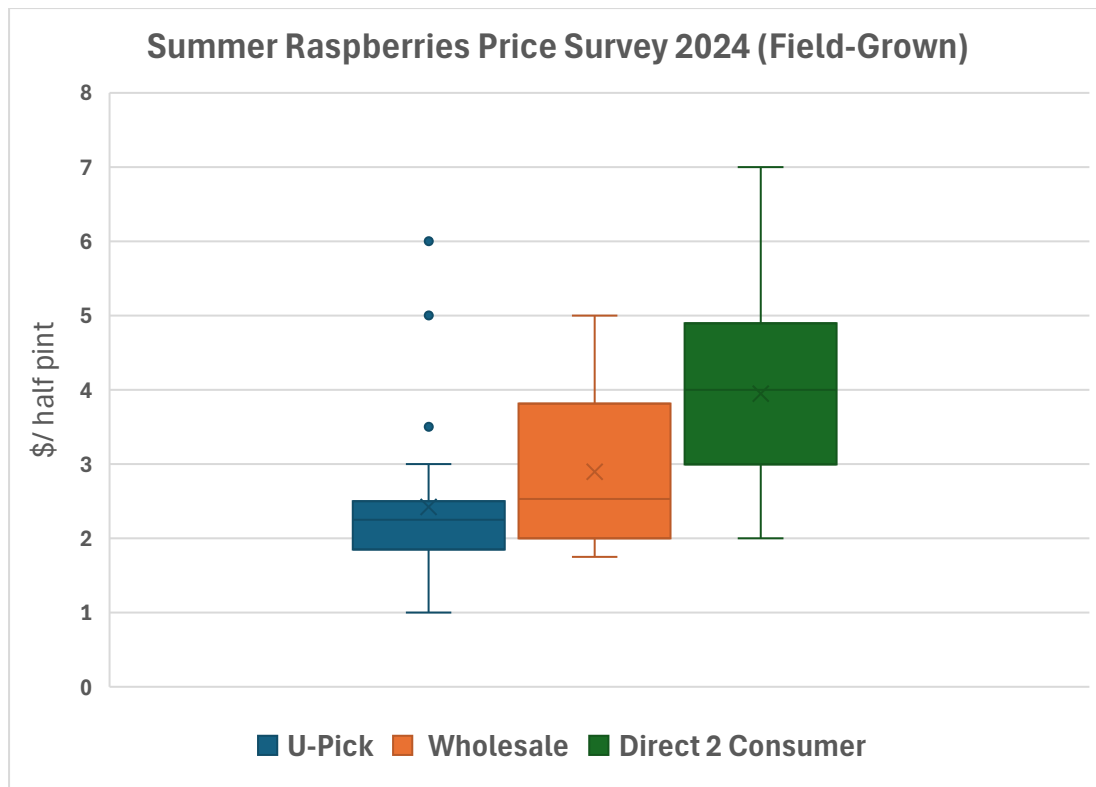
Table 3.

Raspberries		Average Prices 2-Year Comparison \$/half pint (6 oz)					
		U-Pick		Wholesale		Direct to Consumer¹	
		2022	2024	2022	2024	2022	2024
Conventional production							
Price (\$/half pint 6 oz)		2.07	2.34	2.46	2.74	3.35	3.82
Price Range		1.90-2.60		2.00 - 3.80		3.00 - 4.90	
2022-2024 % Change		0.0%		-8.0%		1.3%	
Organic production							
Price (\$/half pint 6 oz)		2.85	2.81	3.75	2.50	4.50	4.67
2022-2024 % change		-1.4%		-33.3%		3.8%	

¹ farmers market, farm stands, etc.

The bar plot in Figure 4 shows the following: the whiskers represent the higher-end and lower-end data points, while the boxes contain half of the results. In other words, at least half of the respondents reported raspberry u-pick prices between \$1.90 and \$2.50.

Figure 4. Range of Responses for Raspberry Prices



Conclusion:

The 2024 berry prices experienced variable price changes since 2022. The changes, however, might have been an adjustment from the period of high inflation in 2022. Prices for blueberries rose in 2024 owing to supply shortages resulting from drought conditions in Peru, a major blueberry exporter; however, this shortage was eventually addressed in the latter part of the year.

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