EB 2025-06 June 2025

2024 New York Berry Price Information

Mauricio Guerra and Kristen S. Park

Extension Bulletin
Charles H. Dyson School of Applied Economics and Management
Cornell University, Ithaca, New York 14853-7801 USA

It is the Policy of Cornell University actively to support equality of educational and employment opportunity. No person shall be denied admission to any educational program or activity or be denied employment on the basis of any legally prohibited discrimination involving, but not limited to, such factors as race, color, creed, religion, national or ethnic origin, sex, age or handicap. The University is committed to the maintenance of affirmative action programs which will assure the continuation of such equality of opportunity.

ACKNOWLEDGEMENTS

Cornell's Food Industry Management Program, with funding from the New York State Berry Growers Association, conducted the biennial berry pricing study for New York commercial berry growers. The survey collected 2024 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. This study was originally developed and conducted by Marvin Pritts, Professor, School of Integrative Plant Science, Horticulture Section, Cornell University.

Main Takeaways

Between 2022 and 2024, berry prices varied. Strawberry prices declined, blueberries saw a notable increase, while raspberry prices also rose, albeit to a lesser degree. The majority of growers include blueberries in their operations. Although most berry growers are not considering expansion, those who are consider adding or expanding raspberries to their crops.

Berry Price Survey

We want to thank the 132 berry growers who took part in the survey. This survey effectively gathered responses from growers from 44 counties throughout New York State. For comparisons to historical information from past surveys, please see the appendix at the end of this report.

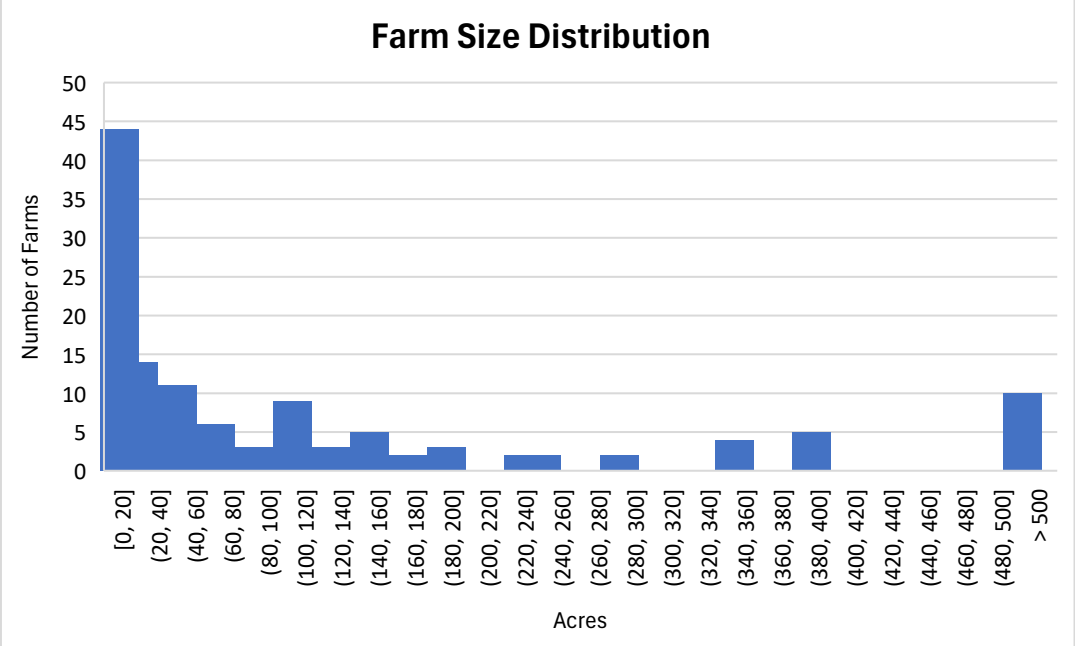
Interest in expanding berry operations

We asked respondents about their interest in expanding berry operations. Forty-eight percent answered "No," 26% said "Yes," and the remaining 26% were "undecided." Of those who expressed interest, at least half indicated a preference for expanding raspberry operations over other berry varieties.

Farm demographics

At least half of the respondents have a total farm area ranging from 0 to 60 acres. The most common response indicates a total farm size of 20 acres or less (Figure 1).

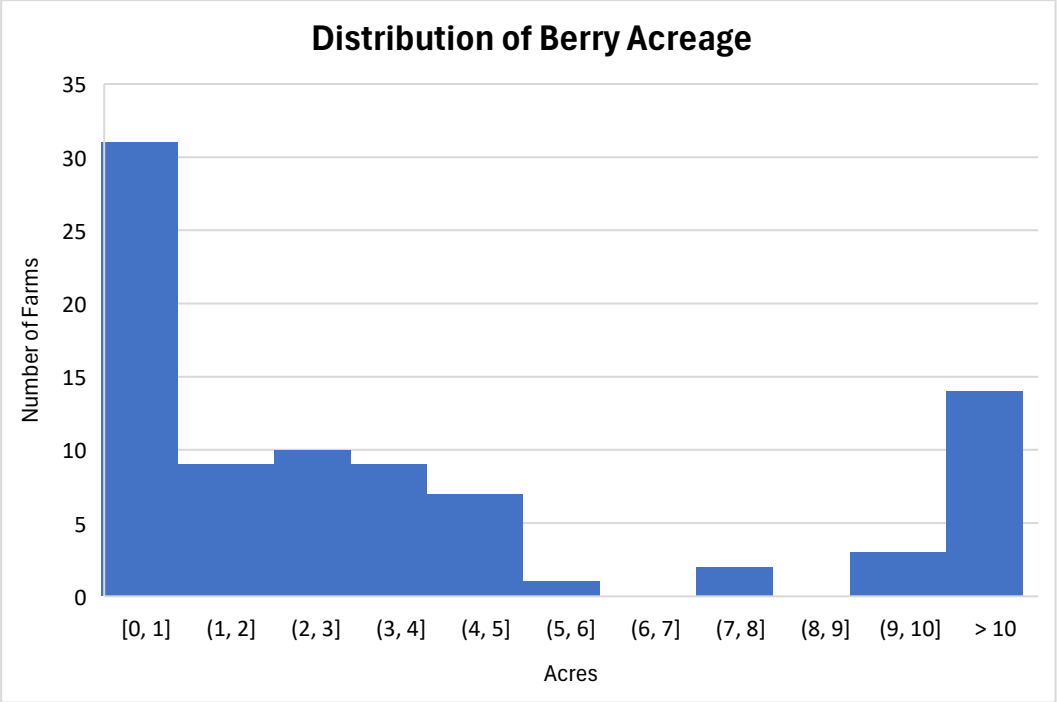
Figure 1



Note: Horizontal axis categories are ranges

Nearly half of the respondents manage berry operations of 6 acres or less (Figure 2). The most common berry operation size is 1 acre. There are also a significant number of berry operations greater than 10 acres.

Figure 2

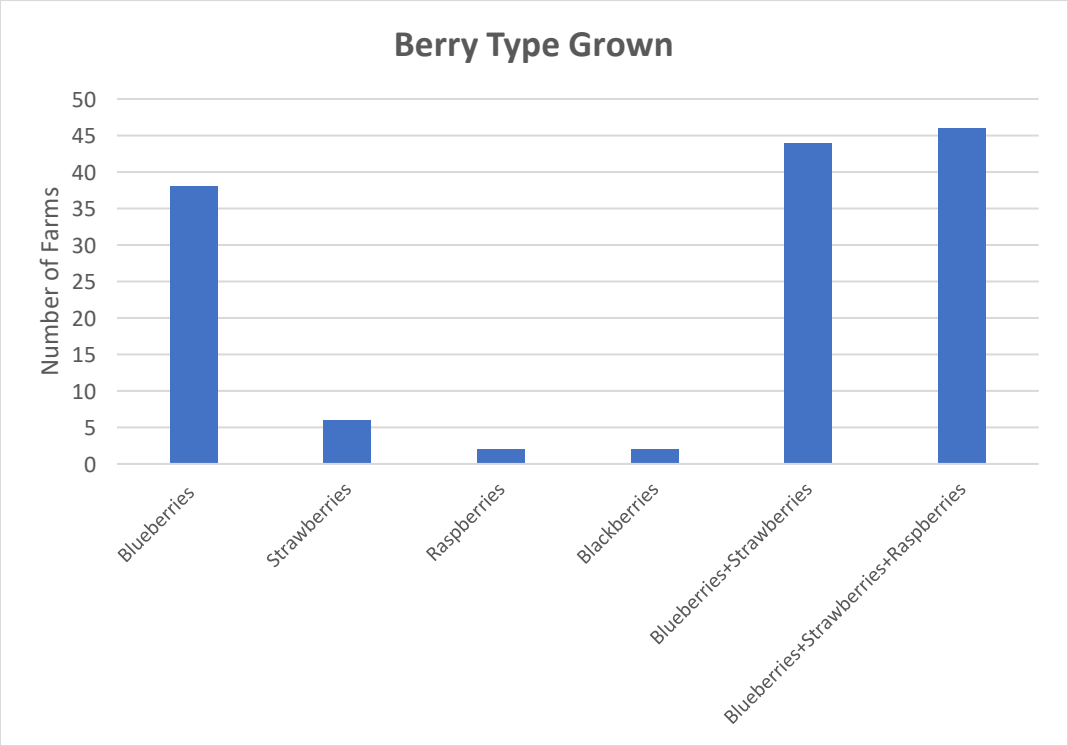


Note: Horizontal axis categories are ranges

Most farms grow multiple berries, either blueberries and strawberries or blueberries, strawberries, and raspberries (Figure 3). The blueberry is the only berry that is solely grown by a significant proportion of growers (28%).

Additionally, there are 19 organic berry operations in the respondent pool, much fewer than the 29 respondents in 2022.

Figure 3



Prices

Average prices for conventional versus organic field-grown berries are presented in Table 1 below.

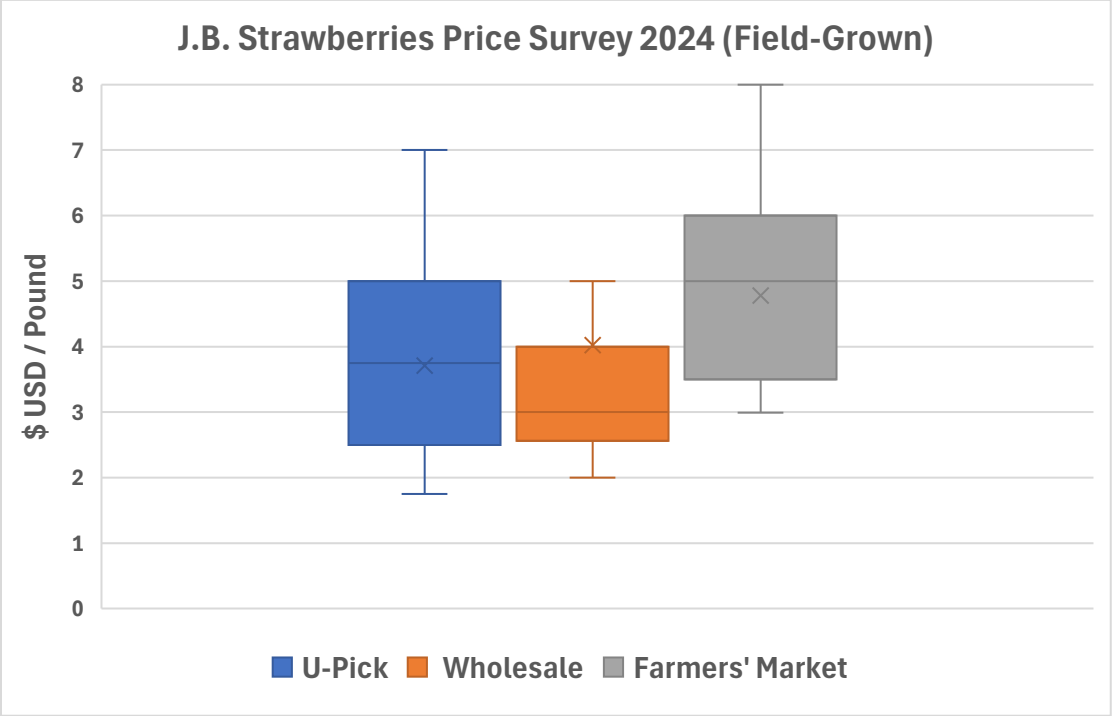
Table 1. June-bearing Strawberry Prices for Conventional and Organic

Conventional	Average Prices Year Comparison, $/lb					
	U-Pick		Wholesale		Farmers market & farm stores	
	2022	2024	2022	2024	2022	2024
Price $/lb	3.67	3.58	3.58	3.84	5.24	4.66
2022-2024 % Change	-2.4%		7.2%		-11.0%	
Price range ($)	2.75 - 5.00		2.75 - 4.00		3.75 - 6.00	
Organic						
Price ($/lb)	5.40	3.75	4.93	4.70	7.07	6.30
2022-2024 % Change	-31%		-5%		-11%	

Compared to the 2022 price survey, June-bearing strawberries in 2024 showed a significant decrease in price, except for wholesale. Growers experienced very high demand in 2020 (Covid

period) and as a result, many increased their prices and acreage. In 2022, the direct to consumer and u-pick channels again experienced increased demand (and prices) for strawberries, possibly due to the overall high inflation. Consequently, growers expanded strawberry plantings, resulting in a greater supply, However, by 2024, inflation receded, and consumer demand returned to normal, leading to a decline in prices.

Figure 4



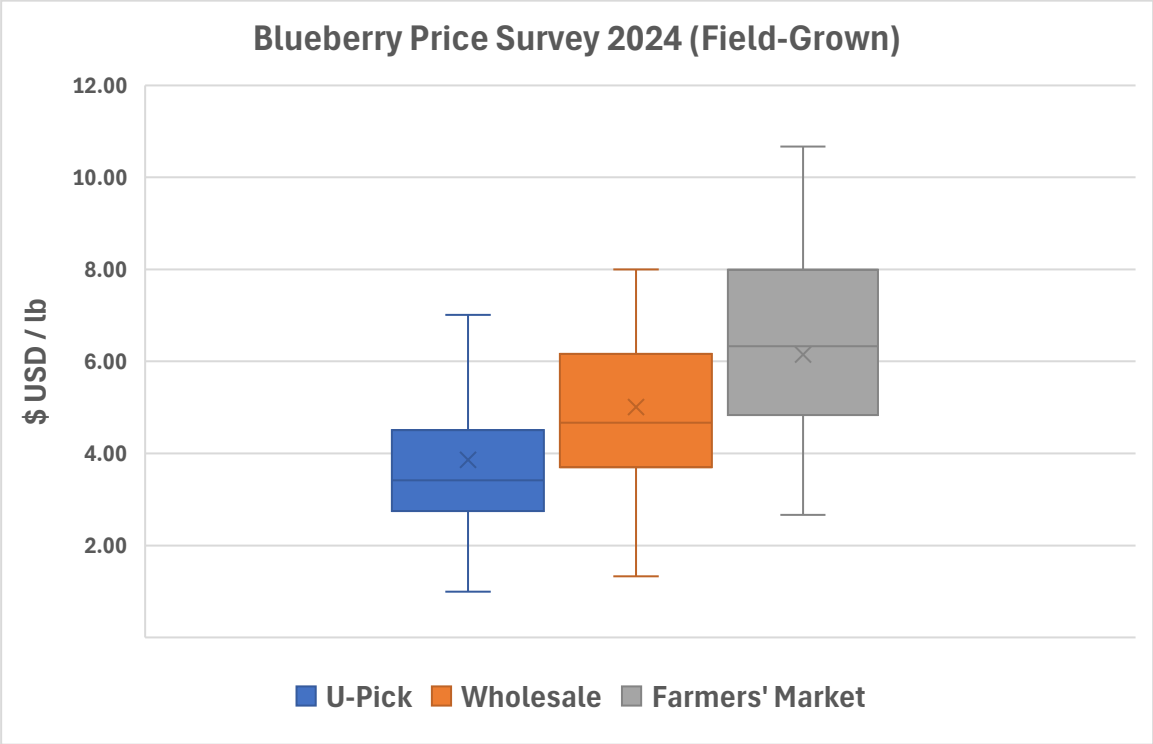
The bar plot above shows the following: the whiskers represent the higher-end and the lower-end data points, while the boxes contain half of the results. In other words, at least half of the respondents reported u-pick strawberry prices between the range of $2.50 and $5.00 per pound.

Table 2. Blueberry Prices for Conventional and Organic

Conventional	**Average Prices Year Comparison $/lb**					
	U-Pick		**Wholesale**		**Farmers market & farm stores**	
	2022	**2024**	**2022**	**2024**	**2022**	**2024**
Price $/lb	3.32	3.81	3.93	4.84	5.18	6.46
2022-2024 % Change	14%		23%		25%	
Price Range	2.60 - 5.00		4.00 - 6.33		5.00 - 8.00	
Organic						
Price $/lb	4.10	4.13	4.43	5.32	6.82	7.46
2022-2024 % change	0.73%		20.1%		9.4%	

Compared to the 2022 berry price survey, 2024 blueberries demonstrate notable price increases, with the most substantial rise occurring in u-pick and farmers market/farm store channels.

Figure 5. Range of Responses for Blueberry Prices



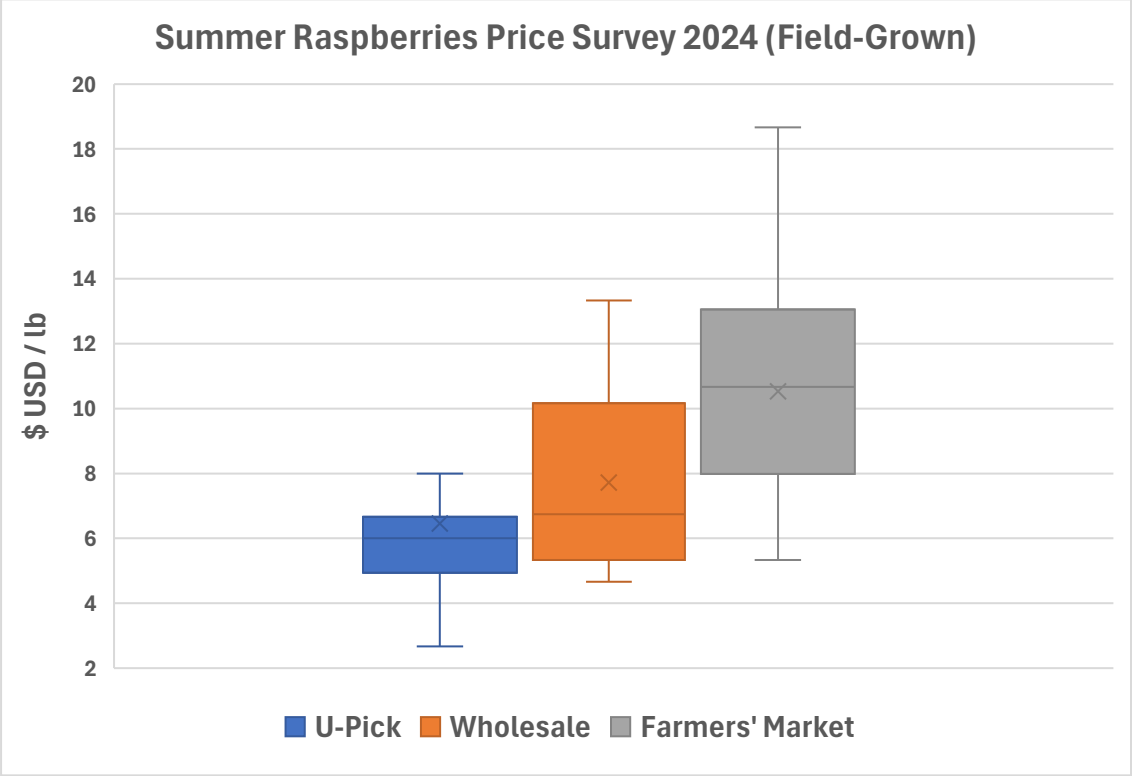
The bar plot shows the following: the whiskers represent the higher-end and the lower-end data points, while the boxes contain half of the results. In other words, at least half of the respondents reported U-pick blueberry prices between $2.50 and $4.25 per pound.

Table 3. Raspberry Prices for Conventional and Organic

Conventional	Average Prices Year Comparison $/lb					
	U-Pick		Wholesale		Farmers market & farm stores	
	2022	2024	2022	2024	2022	2024
Price $/lb	5.53	6.24	6.56	7.30	8.94	10.18
2022-2024 % Change	13%		11%		14%	
Price Range	5.00-6.93		5.30 - 10.10		8.00 - 13.00	
Organic						
Price $/lb	7.60	7.49	10.00	6.60	12.00	12.45
2022-2024 % change	-1.4%		-34.0%		3.7%	

Summer raspberry prices in 2024 show a significant price increase compared to those in the 2022 berry price survey. At the same time, organic raspberry prices show minor fluctuations compared to 2022, except in the wholesale channel.

Figure 6. Range of Responses for Raspberry Prices



The bar plot 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 $4.50 and $6.25 per pound.

Table 4. Other Berry Prices, Conventional Production

Other Berries [Blackberries, currants and gooseberries (conventionally grown)]	**Average Prices Year Comparison $/lb**					
	U-Pick		**Wholesale**		**Farmers market & farm stores**	
	2022	**2024**	**2022**	**2024**	**2022**	**2024**
Price $/lb	6.21	10.80	8.00	12.67	9.04	15.85
2022-2024 % Change	73%		58%		75%	
Price Range	5.99-20.00		7.60 - 20.00		9.00 - 20.00	

Other berries (mainly blackberries, but also currants and gooseberries) saw a dramatic increase in prices over the past two years.

Price Ranges

Growers' specific prices might vary to those portrayed in this study. This study shows averages. A grower's price might be different from those presented in this study. The factors that may explain some of the differences can be the following:

- 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.

Summary and Conclusions:

The total number of growers participating in the 2024 berry pricing survey was very similar to the last survey of 2022. 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 2024 berry prices experienced variable prices changes since 2022. The changes, however, might have been an adjustment from the 2022 period of high inflation. 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.

APPENDIX - HISTORICAL PRICE SURVEY DATA

Table A1: Number of Survey Respondents, 2006 through 2022

	2006	2009	2012	2018	2020	**2022**	**2024**
				number of respondents			
Total growers	48	162	117	117	99	136	132
Conventional		157	97	87	78	107	123
Organic		5	12	30	22	29	9
Counties represented	34	48	37	45	37	45	44

Table A2. Distribution of Respondents' Farm Acreage

Total farm size	2018	2020	**2022**	**2024**
		% of respondents		
<20 acres	18	20	26	44
21 to 40 acres	12	10	8	14
41 to 60 acres	12	15	12	11
61 to 80 acres	12	6	4	6
81 to 100 acres	9.0	13	10	3
101 to 200 acres	17.0	16	18	19
>201 acres	20.0	20	22	29
Total	100	100	100	100

2018 results recalculated to exclude non-respondents.

Table A3. Distribution of Respondents' Berry Acreage

Berry acres	2018	2020	**2022**	**2024**
		% of respondents		
<1 acres	21	21	31	31
1 to 3 acres	28	20	23	19
4 to 6 acres	20	21	21	8
7 to 10 acres	11	9	8	5
11 to 20 acres	14	15	11	16
>20 acres	6	12	6	
Total	100	100	100	100

2018 results recalculated to exclude non-respondents.

Table A4. Percent of Respondents Producing Different Berry Varieties

Berry Type	2018	2020	**2022**	**2024**
		% of respondents		
Blueberries	74.4	77.8	71.3	79
Strawberries-June bearing	41.9	41.4	48.5	44
Strawberries-day neutral	9.4	10.1	8.1	N/A
Raspberries-summer	36.8	39.4	34.6	38
Raspberries-fall	25.6	15.2	10.3	
Blackberries	17.1	16.2	16.2	N/A
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.

Table A5. Percent of Respondents Using Various Marketing Channels

Market Channel	2018	2020	**2022**	**2024**
		% of respondents		
U-pick (pick your own)	79.5	80.3	75.6	68
Wholesale	40.2	40.6	39.4	32
Retail*	76.1	76.8	75.6	64
Value Added	22.2	29.3	NA	N/A

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

Table A6. Average Price per Pound

	2018	2020	**2022**	**2024**
Blueberries				
U-pick	2.83	2.89	3.44	3.40
Wholesale	3.44	3.64	4.04	3.62
Retail	5.41	5.19	5.63	5.66
Strawberries-All types				
U-pick	2.68	3.20	3.92	N/A
Wholesale	2.74	3.26	4.00	N/A
Retail	5.11	4.24	6.02	N/A
Strawberries-June-bearing				
U-pick	NA	NA	3.91	3.60
Wholesale	NA	NA	3.84	4.12
Retail	NA	NA	5.77	4.95
Strawberries-Day neutral				
U-pick	NA	NA	4.17	N/A
Wholesale	NA	NA	5.03	N/A
Retail	NA	NA	7.52	N/A
Raspberries-summer				
U-pick	4.14	4.87	6.20	N/A
Wholesale	4.84	5.84	7.95	N/A
Retail	8.11	8.54	10.06	N/A
Raspberries-fall				
U-pick	4.54	4.76	5.12	4.21
Wholesale	5.91	6.60	7.33	4.05
Retail	8.74	7.89	11.15	8.91
Blackberries				
U-pick	4.69	5.36	7.27	N/A
Wholesale	5.72	5.43	6.94	N/A
Retail	7.94	8.05	10.85	N/A

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

OTHER A.E.M. EXTENSION BULLETINS

EB No	Title	Fee (if applicable)	Author(s)
2025-06	2024 New York Berry Price Information		Guerro, M. and Park, K.S.
2025-05	2024 Farm Product Proce Reports: Farmers Markets & Grocery Stores in NY		Santillana, S., Naugler, A., Rigotti, L., and LeRoux, M
2025-04	Wholesale Produce Markets: An On-site Infrastructure Assessment		Park, K.S., Long, A.B., and Gomez, M.I.
2025-03	Incorporating Economic Multiplier Effects in Public Food Procurement Decision Making		Schmit, T.M.
2025-02	American Relief Act, 2025: Economic Assistance for New York Crop Producers		Hinds, A., Plastina, A., Rosenbohm, M., and Zhang, W.
2025-01	The Economis Contributions of Agriculture to the New York State Economy: 2023		Schmit, T.M.
2024-09	Enhance Shopper Experience, Earn More at the Farmers Market		LeRoux, M.
2024-08	Worker Cooperatives: A Solution to Small Business Ownership Succession The Owner's Decisions to Sell & The Employee's Decision to Buy		Severson, R.M., Dunn-Hindle, O.G., Schmit, T.M.
2024-07	Six Year Trend Analysis 2023, New York State Dairy Farms		Karszes, J.
2024-06	Evaluating the Economic Impacts of Taste NY: A Case Study of the Southern Tier Welcome Center Taste NY Store		Schmit, T.M., Park, K.S., Clausen, Jr., J., and Gomez, M.I.
2024-05	Progress of the Dairy Farm Report: Selected Financial and Production Factors, New York, 2023		Karszes, J.

Paper copies are being replaced by electronic Portable Document Files (PDFs). To request PDFs of AEM publications, write to (be sure to include your e-mail address): Publications, Department of Applied Economics and Management, Warren Hall, Cornell University, Ithaca, NY 14853-7801. If a fee is indicated, please include a check or money order made payable to Cornell University for the amount of your purchase. Visit our Web site (*http://dyson.cornell.edu/outreach/#bulletins)* for a more complete list of recent bulletins.