

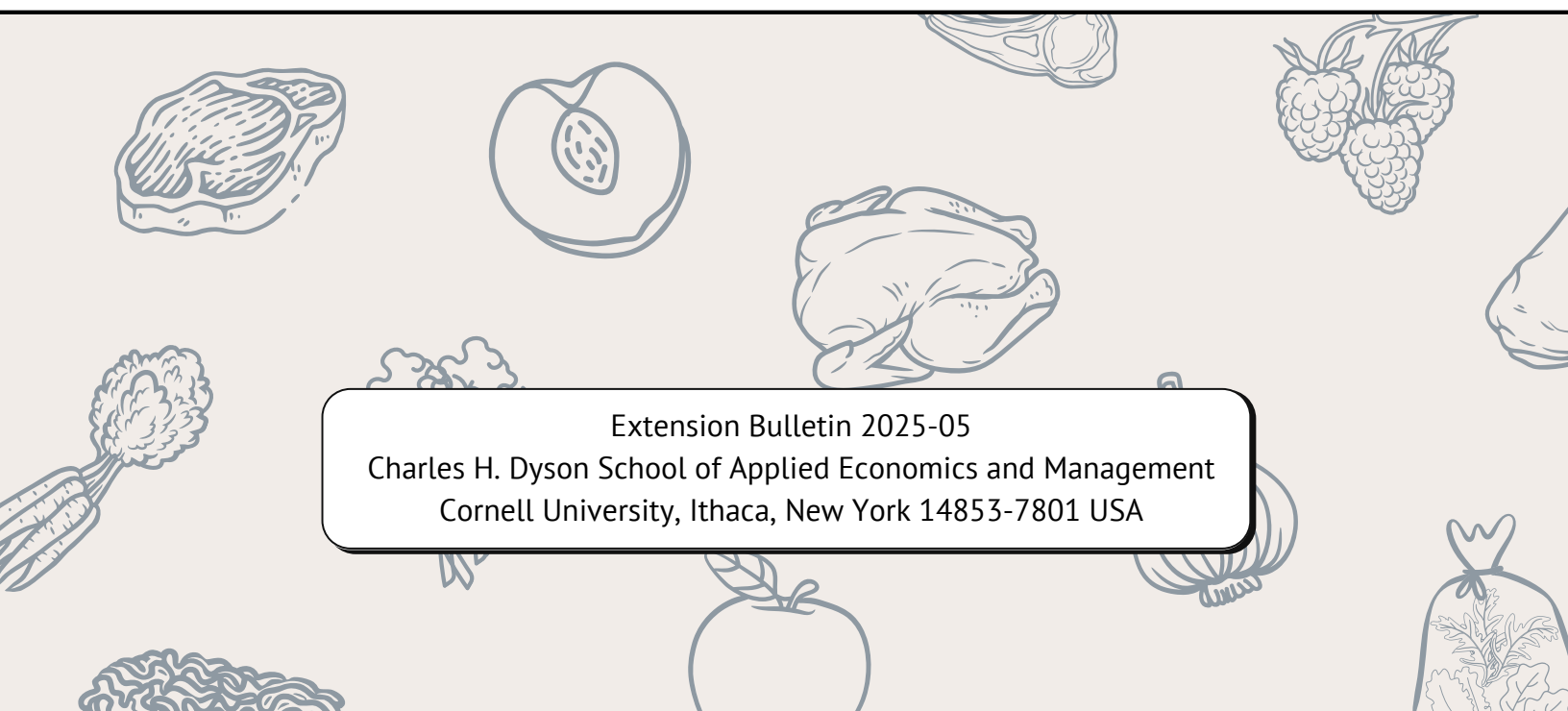


Cornell University

2024 Farm Product Price Reports

Farmers Markets & Grocery Stores in NY

Cornell Agricultural Marketing Research Program
By Summer Santillana, Alix Naugler, Luca Rigotti, & Matthew LeRoux



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Cornell Agricultural Marketing Research Program

Mission

To strengthen New York's food and agriculture viability using applied research to develop practical teaching and tools for direct-marketing farms.

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Funders



**NORTHEAST
EXTENSION
RISK
MANAGEMENT
EDUCATION**



United States Department of Agriculture
National Institute of Food and Agriculture

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FARMERS MARKET RESEARCH PROJECT

2024 Farm Product Price Reports: Farmers Markets & Grocery Stores in NY

The Cornell Agricultural Marketing Research Program (CAMRP), in partnership with farms around New York, collects and analyzes thousands of customer transactions at farmers markets using electronic Point-of-Sale (POS) software. This research identifies opportunities for farmers to increase daily sales at markets by studying the factors that influence customer transaction size (CTS). In addition, the sales data allows for the creation of Farmers Market Price Reports.

In addition to Farmers Market Price Reports, CAMRP received funding from the USDA Northeast Extension Risk Management Education program to create monthly grocery store price reports by observing price signs in seven grocery stores in Ithaca, NY.

All of the data in this report was gathered from May to December 2024.

Grocery Store Prices from Ithaca, NY

The grocery store prices summarized in this report were collected once a month in seven Ithaca, NY grocery stores.

Grocery store prices were gathered from the observed sticker prices, not including any "sales" or "member" pricing.



7 Ithaca Grocery Stores

Aldi's, P&C Fresh, Target, Tops,
Trader Joe's, Walmart & Wegmans

Value packs (i.e. family size, jumbo packs, etc.) are excluded from the products observed to most closely match products across all stores and farmers markets. Likewise, prepared, ready-to-eat, marinated, thin-sliced, and other product variations were excluded.

Farmers Markets and Farms: Sales Data from POS Systems

- Sales data collected using the Square POS system.
- **18 farms** selling at **42 farmers markets** around NY.
- Farmers markets ranged in size and location including urban and rural communities.

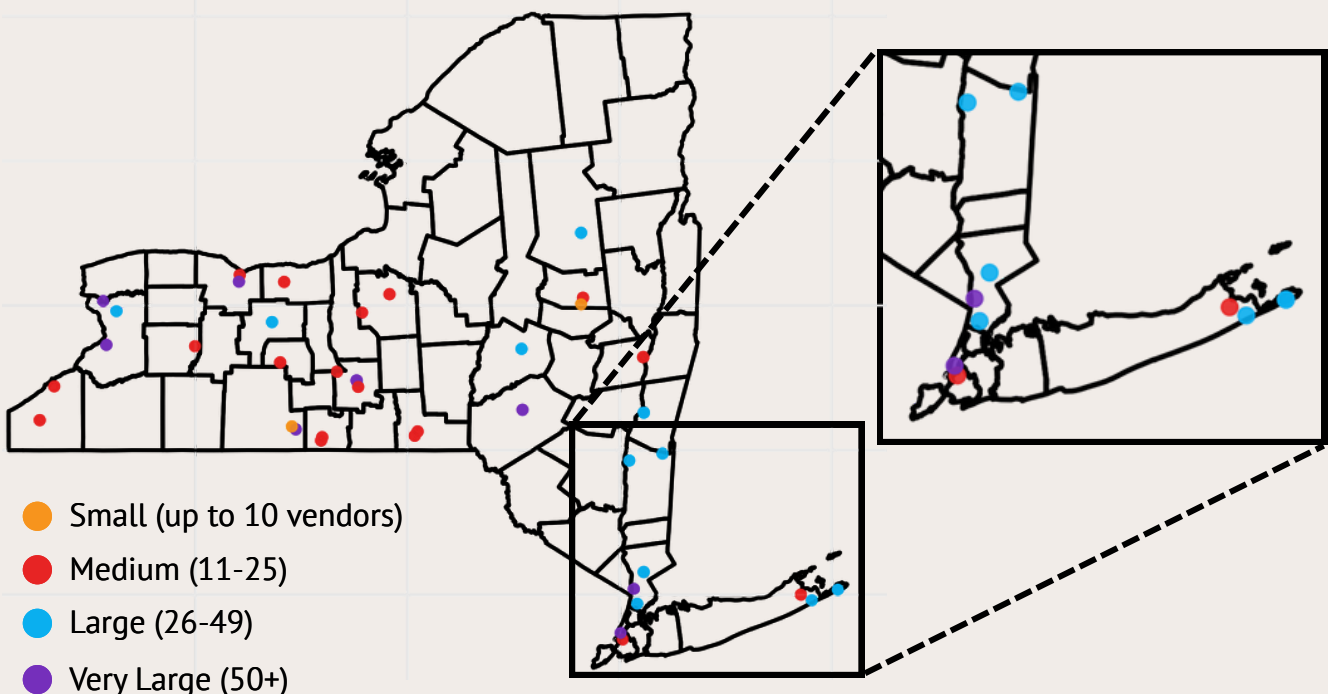
Note for Farmers

When viewing farmers market prices, keep in mind the number of farms contributing to this price report.

The number of farms selling products by category:

6	10	10	4	11	13
Beef	Pork	Poultry	Lamb & Goat	Fruit & Vegetable	Eggs

2024 Project Farmers Market Locations and Sizes



Prices in Context

The purpose of this report is to serve as a reference point to aid farmers with price setting. What follows are price reports for a selection of meat, egg, vegetable and fruit products from farmers markets and Ithaca grocery stores from May to December 2024.

Many factors influence product pricing and consumer willingness to pay including farm

production methods, variety, product popularity, and the local population.

These price reports group all products into two categories: USDA Certified Organic (ORG) and Non-Organic, without any distinction for additional label claims such as “no pesticides,” “grass-fed,” or “no antibiotics.”

Note for Farmers

When using the prices in this report as a reference, consider how your farm and regional conditions may cause your pricing to differ from the reported prices.

Comparing Regional Demographics

When referencing Ithaca grocery store prices consider local demographics (Tompkins County), such as household (HH) income.

	Median HH Income	Per Capita	Poverty Rate
Tompkins County Pop. 103,558	\$73,012	\$42,505	16%
New York State	\$84,578	\$49,520	14%

For farmers market prices, keep in mind that urban markets, such as those in and around New York City, tend to have higher prices and sell higher volumes, thus influencing the reported weighted average prices accordingly.

Difference between Grocery Store Average and Farmers Market Weighted Average

- ✓ Weighted average takes into account the volume sold at a price.
- ✓ Farmers market data includes prices and volumes sold.
- ✓ This report uses **weighted averages** for farmers market prices.
- ✓ This report uses **averages** for grocery store prices.

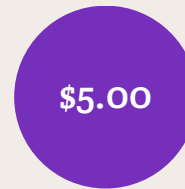
In this report, grocery store prices are a simple average (AVG) calculated from all the product prices observed from May through December 2024. Grocery store prices do not reflect the volume of product sold at a given price. Thus, grocery store prices are reported as AVG.

Farmers market prices included in this report are weighted average (WAVG) prices

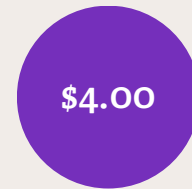
based on the volume of product sold at each unique price. WAVG prices more accurately reflect market activity because volumes are included in the calculation. For example, a vendor might post an extremely high price for a product, but if no customer ever buys it, then there is zero volume in sales and the price never enters the calculation for WAVG.

Average (AVG) vs Weighted Average (WAVG) Example

Product	Price *	Quantity	= Sales
A	\$5	10	\$50
B	\$8	5	\$40
C	\$2	15	\$30



AVG Price



WAVG Price

AVG Calculation

$$\text{AVG Price} = \frac{\text{Price A} + \text{Price B} + \text{Price C}}{\text{Number of products}}$$

$$\text{AVG Price} = \frac{5+8+2}{3} = 15/3$$

$$\text{AVG Price} = \$5.00$$

WAVG Calculation

$$\text{WAVG Price} = \frac{\sum(\text{Price} \cdot \text{Quantity sold})}{\sum \text{Quantity sold}}$$

$$\text{Total Revenue} = (5 \times 10) + (8 \times 5) + (2 \times 15) = 50 + 40 + 30 = \$120$$

$$\text{Total Quantity Sold} = 10 + 5 + 15 = 30$$

$$\text{WAVG Price} = \frac{120}{30} = 12/3$$

$$\text{WAVG Price} = \$4.00$$

Pricing Key



Farmers Market
WAVG



Farmers Market
WAVG
Organic (ORG)



Grocery Store
AVG



Grocery Store
AVG
Organic (ORG)

Eggs: 2024 Price Comparison (\$/dozen)

2024 Summary of Farmers Market Egg Sales Volume in Dozens and Dollars






Volume
Dozen (doz)



Gross Sales



Pricing Key

-  Farmers Market WAVG
-  Grocery Store AVG
-  Grocery Store AVG Organic (ORG)

Egg Dozen (doz)



\$7.09/doz



\$3.70/doz



\$4.81/doz



\$5.82/doz

*White Eggs

*Brown Eggs

	Farmers Market	Grocery Store White	Grocery Store Brown	Grocery Store Organic
Min	\$2.50	\$1.69	\$2.24	\$3.96
Max	\$12.00	\$5.99	\$7.29	\$9.39


Beef: 2024 Price Comparison (\$/lb)

Pricing Key

-  Farmers Market WAVG
-  Grocery Store AVG
-  Grocery Store AVG Organic (ORG)



Ground Beef





\$7.99/lb
 \$6.96/lb
 \$7.92/lb

	Min	Max
Farmers Market	\$6.95	\$10.00
Grocery Store	\$3.79	\$10.89
Grocery Store ORG	\$4.00	\$10.99



Chuck Roast




\$9.43/lb
 \$8.32/lb

	Min	Max
Farmers Market	\$7.41	\$13.00
Grocery Store	\$5.99	\$21.99



Ribeye Steak





\$21.88/lb
 \$18.39/lb
 \$23.98/lb

	Min	Max
Farmers Market	\$14.50	\$25.01
Grocery Store	\$10.99	\$39.99
Grocery Store ORG	\$23.98	\$23.98



Sirloin Steak

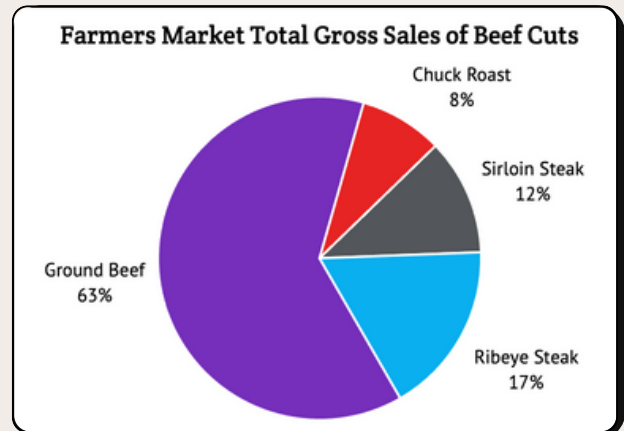
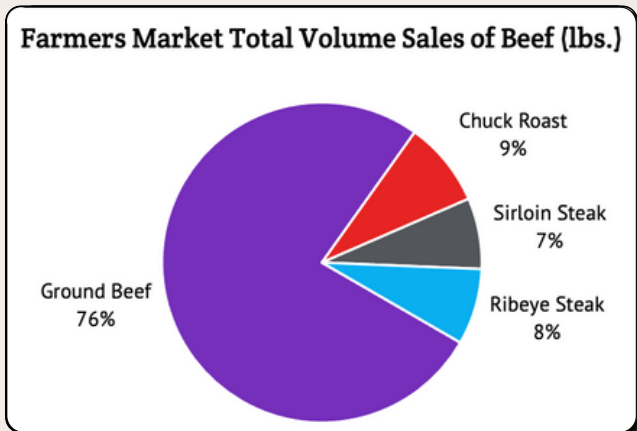




\$15.86/lb
 \$14.11/lb
 \$23.97/lb

	Min	Max
Farmers Market	\$11.00	\$18.00
Grocery Store	\$6.99	\$32.99
Grocery Store ORG	\$23.97	\$23.97

Relative Sales Volume in Pounds and Dollars of Reported Beef Cuts



Chicken: 2024 Price Comparison (\$/lb)

Pricing Key



Farmers Market
WAVG



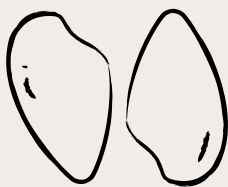
Grocery Store
AVG



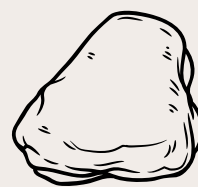
Grocery Store
AVG
Organic (ORG)



Chicken Whole



Chicken Breast



Chicken Thigh



\$6.14/lb



\$2.18/lb



\$3.04/lb



\$12.43/lb



\$4.38/lb



\$6.99/lb



\$7.71/lb



\$2.47/lb



\$4.87/lb

	Min	Max
Farmers Market	\$5.00	\$12.50
Grocery Store	\$1.29	\$5.29
Grocery Store ORG	\$2.79	\$3.39

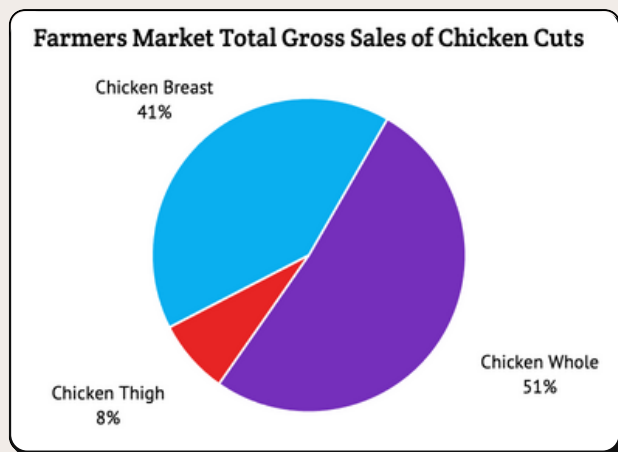
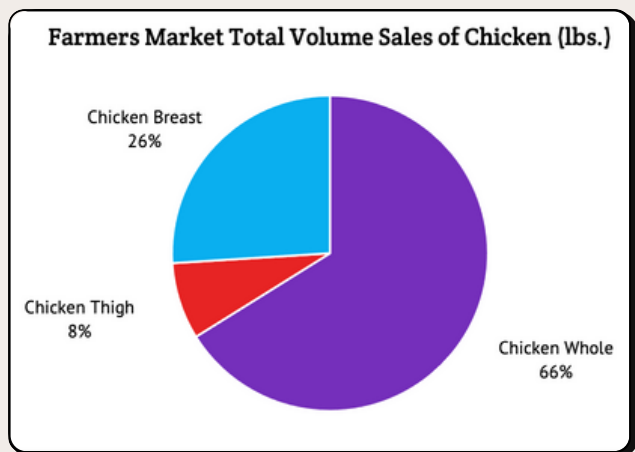
	Min	Max
Farmers Market	\$7.50	\$16.00
Grocery Store	\$1.89	\$7.98
Grocery Store ORG	\$6.99	\$6.99

	Min	Max
Farmers Market	\$4.63	\$9.50
Grocery Store	\$1.69	\$6.38
Grocery Store ORG	\$4.79	\$4.99

*Bone-in, Skin-on


*Bone-in, Skin-on

Relative Sales Volume in Pounds and Dollars of Reported Chicken Cuts




Pork: 2024 Price Comparison (\$/lb)


Pricing Key



Farmers Market
WAVG



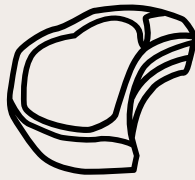
Grocery Store
AVG



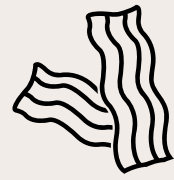
Grocery Store
AVG
Organic (ORG)



Ground Pork



Pork Chop



Bacon



\$12.07/lb



\$4.51/lb



\$7.63/lb



\$12.93/lb



\$5.77/lb



\$11.99/lb



\$16.74/lb



\$7.78/lb



\$13.88/lb

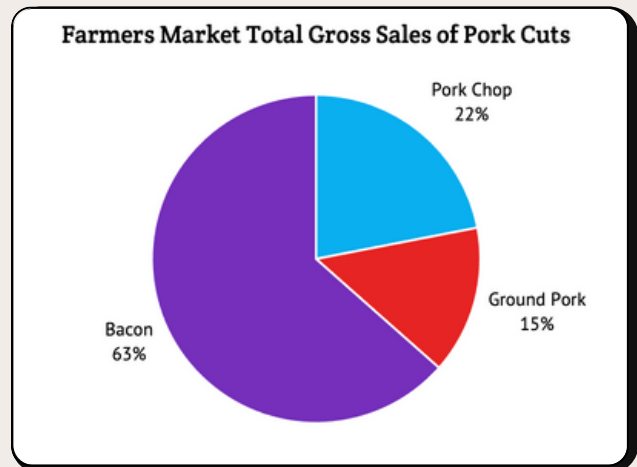
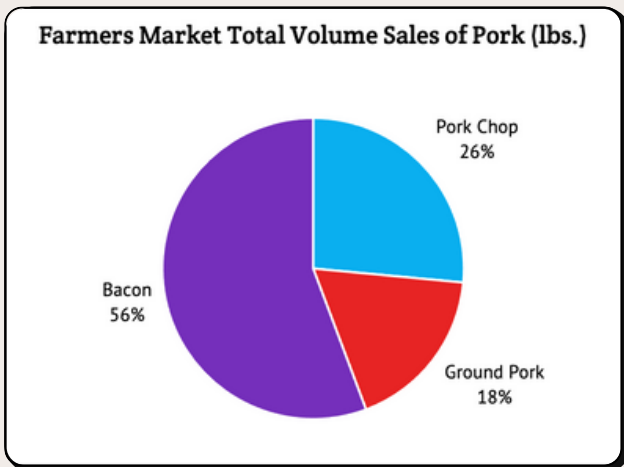
	Min	Max
Farmers Market	\$7.00	\$18.50
Grocery Store	\$2.99	\$5.99
Grocery Store ORG	\$7.49	\$7.99

	Min	Max
Farmers Market	\$8.50	\$28.00
Grocery Store	\$2.99	\$8.99
Grocery Store ORG	\$11.99	\$11.99

	Min	Max
Farmers Market	\$11.00	\$20.00
Grocery Store	\$3.79	\$13.32
Grocery Store ORG	\$10.06	\$14.98

*Bone-in

Relative Sales Volume in Pounds and Dollars of Reported Pork Cuts



Lamb: 2024 Price Comparison (\$/lb)

Pricing Key



Farmers Market
WAVG



Grocery Store
AVG



Ground Lamb



Leg Roast



Rib/Loin Chop



\$14.91/lb



\$8.65/lb



\$18.98/lb



\$10.37/lb



\$20.30/lb



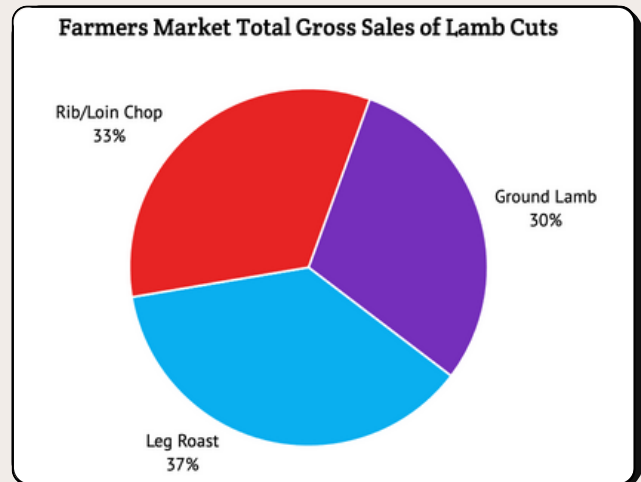
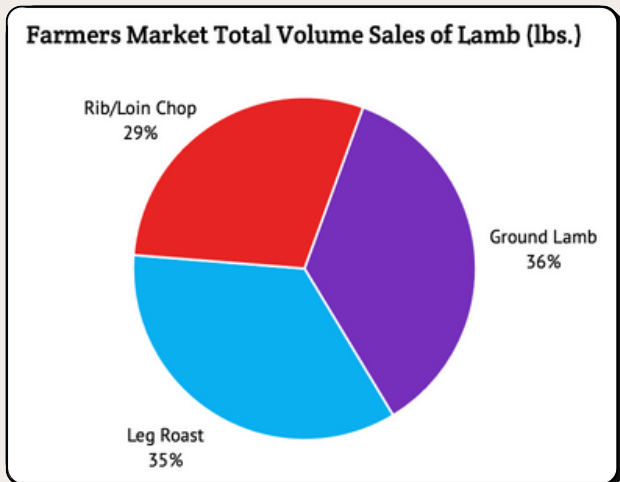
\$15.98/lb

	Min	Max
Farmers Market	\$12.00	\$19.00
Grocery Store	\$5.85	\$10.99

	Min	Max
Farmers Market	\$16.00	\$19.95
Grocery Store	\$6.99	\$13.99

	Min	Max
Farmers Market	\$15.00	\$21.97
Grocery Store	\$8.99	\$22.39

Relative Sales Volume in Pounds and Dollars of Reported Lamb Cuts



Vegetables: 2024 Price Comparison

Pricing Key









Farmers Market WAVG Farmers Market WAVG Organic (ORG) Grocery Store AVG Grocery Store AVG Organic (ORG)



Tomatoes, Slicing by the Pound (lb)









\$4.52/lb \$2.97/lb \$3.76/lb

	Min	Max
Farmers Market ORG	\$3.50	\$5.52
Grocery Store	\$1.29	\$5.99
Grocery Store ORG	\$2.99	\$4.29



Tomatoes, Heirloom by the Pound (lb)










\$7.29/lb \$5.97/lb \$4.85/lb \$4.49/lb

	Min	Max
Farmers Market	\$3.50	\$7.50
Farmers Market ORG	\$4.00	\$6.00
Grocery Store	\$4.49	\$4.99
Grocery Store ORG	\$4.49	\$4.49



Carrots with Tops by the Bunch (bu)



\$6.08/bu \$5.57/bu \$3.99/bu \$2.29/bu

	Min	Max
Farmers Market	\$3.00	\$7.00
Farmers Market ORG	\$4.00	\$6.00
Grocery Store	\$3.99	\$3.99
Grocery Store ORG	\$2.29	\$2.29



Cucumber by the Each (ea)



\$1.46 ea \$1.94 ea \$1.36 ea \$2.81 ea

	Min	Max
Farmers Market	\$0.25	\$4.75
Farmers Market ORG	\$1.00	\$2.00
Grocery Store	\$0.54	\$2.99
Grocery Store ORG	\$2.46	\$3.99

Vegetables: 2024 Price Comparison

Pricing Key










Farmers Market WAVG Farmers Market WAVG Organic (ORG) Grocery Store AVG Grocery Store AVG Organic (ORG)



Garlic
by the Head (hd)

\$2.56/hd \$2.28/hd \$.64/hd \$1.12/hd

	Min	Max
Farmers Market	\$0.50	\$5.00
Farmers Market ORG	\$2.00	\$3.00
Grocery Store	\$0.30	\$1.00
Grocery Store ORG	\$0.60	\$1.50



Scallion
by the Bunch (bu)










\$3.94/bu \$3.27/bu \$1.20/bu \$1.70/bu

	Min	Max
Farmers Market	\$2.00	\$4.00
Farmers Market ORG	\$2.00	\$3.50
Grocery Store	\$0.79	\$1.69
Grocery Store ORG	\$1.29	\$1.99



Onion
by the Pound (lb)








\$6.00/lb \$3.74/lb \$1.74/lb \$1.90/lb

	Min	Max
Farmers Market	\$6.00	\$6.00
Farmers Market ORG	\$3.00	\$4.00
Grocery Store	\$0.56	\$3.49
Grocery Store ORG	\$1.38	\$2.33



Onion
by the Each (ea)

\$1.85 ea \$3.37 ea \$1.26 ea

	Min	Max
Farmers Market	\$0.50	\$6.00
Farmers Market ORG	\$3.00	\$4.00
Grocery Store	\$0.99	\$1.69

Vegetables: 2024 Price Comparison

Pricing Key






Farmers Market WAVG Farmers Market WAVG Organic (ORG) Grocery Store AVG Grocery Store AVG Organic (ORG)



**Lettuce Red/Green
by the Head (hd)**






\$4.09/hd \$4.20/hd \$2.94/hd \$2.62/hd

	Min	Max
Farmers Market	\$3.00	\$5.00
Farmers Market ORG	\$3.00	\$7.00
Grocery Store	\$1.88	\$3.99
Grocery Store ORG	\$2.49	\$2.69



**Kale
by the Bunch (bu)**








\$6.72/bu \$4.14/bu \$2.96/bu \$2.31/bu

	Min	Max
Farmers Market	\$3.00	\$7.00
Farmers Market ORG	\$4.00	\$6.00
Grocery Store	\$2.93	\$3.49
Grocery Store ORG	\$2.28	\$2.99



**Lettuce Mix
by the Bag (bg)**

\$5.94/bg \$5.53/bg

	Min	Max
Farmers Market	\$2.00	\$7.00
Farmers Market ORG	\$5.00	\$6.00



**Radish with Greens
by the Bunch (bu)**




\$5.10/bu \$1.47/bu

	Min	Max
Farmers Market	\$1.50	\$6.00
Grocery Store	\$1.47	\$1.47

Fruits: 2024 Price Comparison

Pricing Key





Farmers Market WAVG Grocery Store AVG Grocery Store AVG Organic (ORG)



**Apples
by the Pound (lb)**




\$2.90/lb \$1.42/lb

	Min	Max
Farmers Market	\$2.00	\$3.00
Grocery Store	\$0.66	\$2.00



**Blueberries
by the Pint (pt)**





\$5.78/pt \$4.73/pt \$5.40/pt

	Min	Max
Farmers Market	\$4.00	\$8.00
Grocery Store	\$1.99	\$6.99
Grocery Store ORG	\$3.69	\$7.99



**Raspberries by the Pound
(lb) and *Pint (pt)**





***\$7.69/pt \$10.95/lb \$13.51/lb**

	Min	Max
Farmers Market	*\$4.50	*\$10.00
Grocery Store	\$5.31	\$15.97
Grocery Store ORG	\$7.97	\$21.31



**Strawberries
by the Pound (lb)**




\$4.15/lb \$5.53/lb

	Min	Max
Grocery Store	\$1.69	\$6.99
Grocery Store ORG	\$2.83	\$14.38



FARMERS MARKET RESEARCH PROJECT

farmersmarketresearch.cornell.edu



Join the Project!

- ✓ Receive free analysis of your market data
- ✓ Receive practical advice to increase your sales
- ✓ 1-on-1 consulting from the Cornell University team
- ✓ Access a dashboard of performance metrics (*coming soon*)
- ✓ For farms using Square POS at NY and PA farmers markets



Scan to Join

Ready to increase your market sales?

To join, scan or go to farmersmarketresearch.cornell.edu to create an account and share access to your Square data. Our enrollment survey will walk you through each step!



View Price
Reports

Keep Up to Date with Current Monthly Price Reports

Project data is aggregated and published into monthly price reports for fruit, vegetable, dairy, eggs and meat products sold at NY farmers markets, along with grocery store prices. All farm and market identities are kept anonymous in public reporting.



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