2002 Edamame Marketing Fact Sheet
Prepared by Matt Ernst
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FACTS
• There are several producers in Kentucky successfully marketing fresh edamame
• Edamame is also referred to as “green vegetable soybean” and a host of other names
• Safeway introduced “Safeway Select Edamame” in Dec. 2000, a store brand product indicating that edamame is quickly moving from specialty to mainstream status in the United States; beans for this product are imported from China.
• Edamame can be marketed either frozen or fresh
• There are currently only two processors of frozen edamame in the United States: Sunrich Foods in Minnesota and Seapoint Farms in California
• Most of the world’s frozen edamame is handled by Asia Foods Group of Taiwan

PRODUCTION
• U.S. edamame production is concentrated in the upper Midwest (Sunrich Foods) and West Coast (Cascadian Farms)
• Less than 1,000 tons of frozen edamame are produced in the United States
• There are probably less than 100 acres utilized for fresh market sale of edamame in the U.S.
• Food brokers identify fresh edamame as the highest in demand and hardest to find, due to only a seasonal and local market

U.S. Frozen In-Pod Edamame Arrivals*

*About 600 tons of shelled edamame are also imported into the U.S. annually

# 2000 Kentucky Fresh Edamame Breakeven Prices

<table>
<thead>
<tr>
<th>Yield per Acre</th>
<th>$/Pound*</th>
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<tbody>
<tr>
<td>6,000</td>
<td>$1.13</td>
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<tr>
<td>6,750</td>
<td>$1.09</td>
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<tr>
<td>7,500</td>
<td>$1.07</td>
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<tr>
<td>8,250</td>
<td>$1.04</td>
</tr>
<tr>
<td>9,000</td>
<td>$1.02</td>
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<tr>
<td>10,000</td>
<td>$1.00</td>
</tr>
</tbody>
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25-lb boxes per acre:
- 6,000: 240
- 6,750: 270
- 7,500: 300
- 8,250: 330
- 9,000: 360
- 10,000: 400

*Breakeven price for operator land, labor, and management

Source: 2001 UK Estimates

## Information Sources

### Web Sites
- Kentucky Edamame Soybean Marketing Project
  [http://www.uky.edu/Ag/HortBiz/edamame.html](http://www.uky.edu/Ag/HortBiz/edamame.html)
- Washington State University Edamame Page
  [http://agsyst.wsu.edu/edamhome.htm](http://agsyst.wsu.edu/edamhome.htm)
- New Crop Opportunities Center
  [http://www.uky.edu/Ag/NewCrops/](http://www.uky.edu/Ag/NewCrops/)

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