

# Fresh Broccoli Marketing Fact Sheet

<http://www.uky.edu/Ag/HortBiz/>



## U.S. Broccoli Production Data

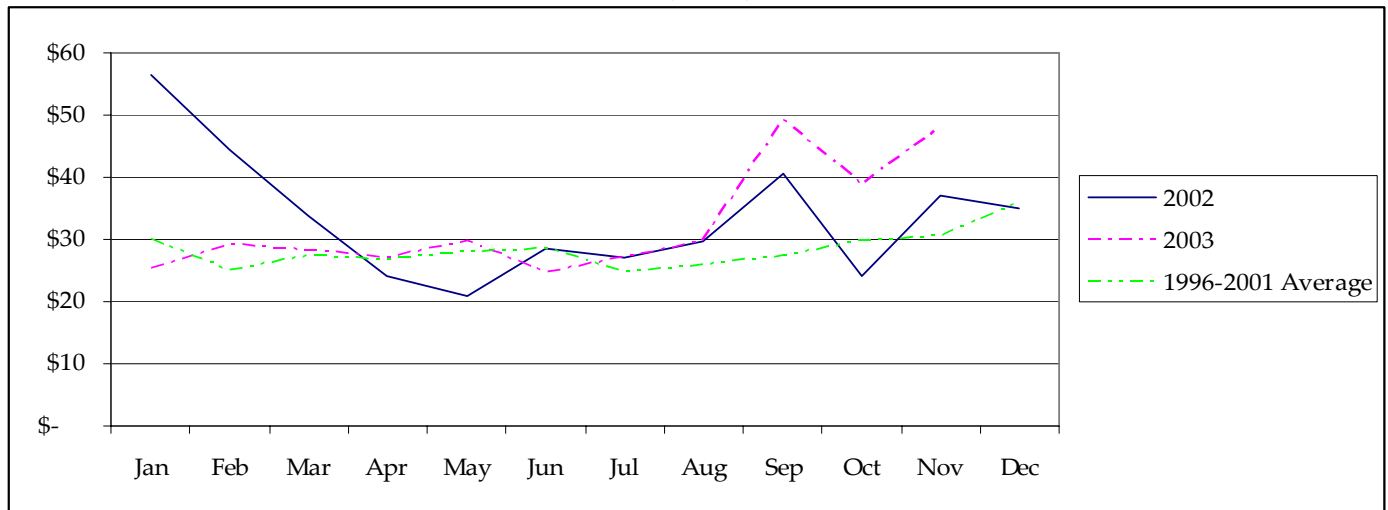
- Fresh market broccoli consumption in the U.S. was estimated at 5.5 pounds in 2003. The recent high for fresh market broccoli consumption was 6.5 pounds in 1999.
- CA produces most of the broccoli consumed the U.S.
- KY broccoli acreage is minimal, decreasing to about 50 acres in 2002.  
There may be future potential for increased commercial fall broccoli acreage in Kentucky.

## U.S. Fresh Market Broccoli Production

	1997	1998	1999	2000	2001	2002	2003*
Acres Harvested	130,800	134,300	148,000	144,300	133,000	126,000	131,000
Yield Per Acre (cwt)	120	121	139	139	138	133	137
Production (1,000 cwt)	15,744	16,228	20,517	20,067	18,345	16,695	18,000
Value per Cwt	\$ 29.05	\$30.19	24.07	31.05	26.50	32.12	\$ 27.78
Total Value (1,000 dollars)	457,423	489,912	493,814	623,043	486,214	536,226	501,000

Source: USDA/ERS. \*UK Estimates for 2003 based on NASS production data and annual trends

## Fresh Broccoli f.o.b. Shipping Point Prices (\$/cwt.)



Source: USDA/ERS Vegetables and Melons Situation and Outlook

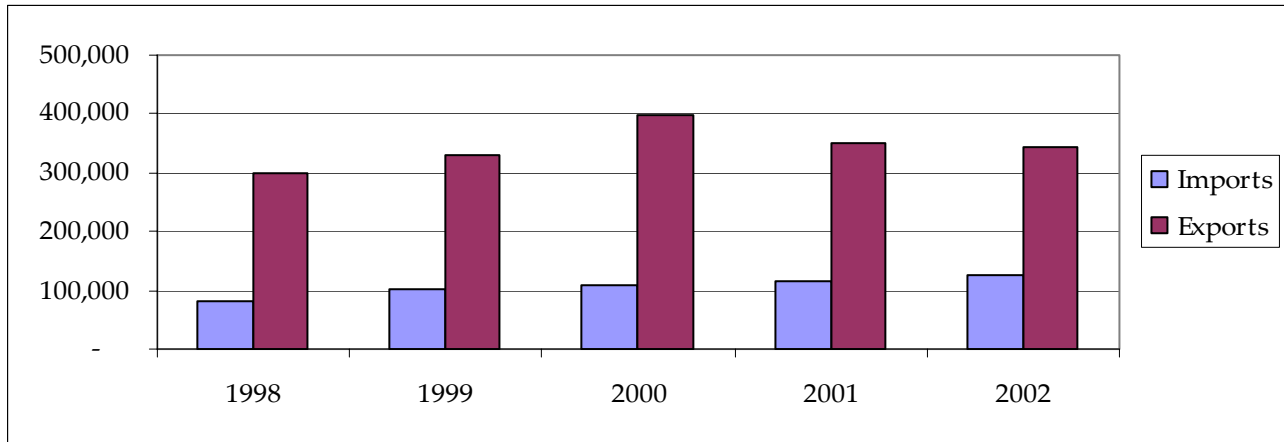
## 2003 Kentucky Fresh Market Broccoli Breakeven Prices

	-----yield per acre-----							
	300	350	400	450	500	550	600	650
20-23 lb. Boxes								
Breakeven Price*	\$ 12.55	\$ 10.96	\$ 9.76	\$ 8.83	\$ 8.09	\$ 7.48	\$ 6.98	\$ 6.55

\*Price required for \$0 return to land, capital and management costs

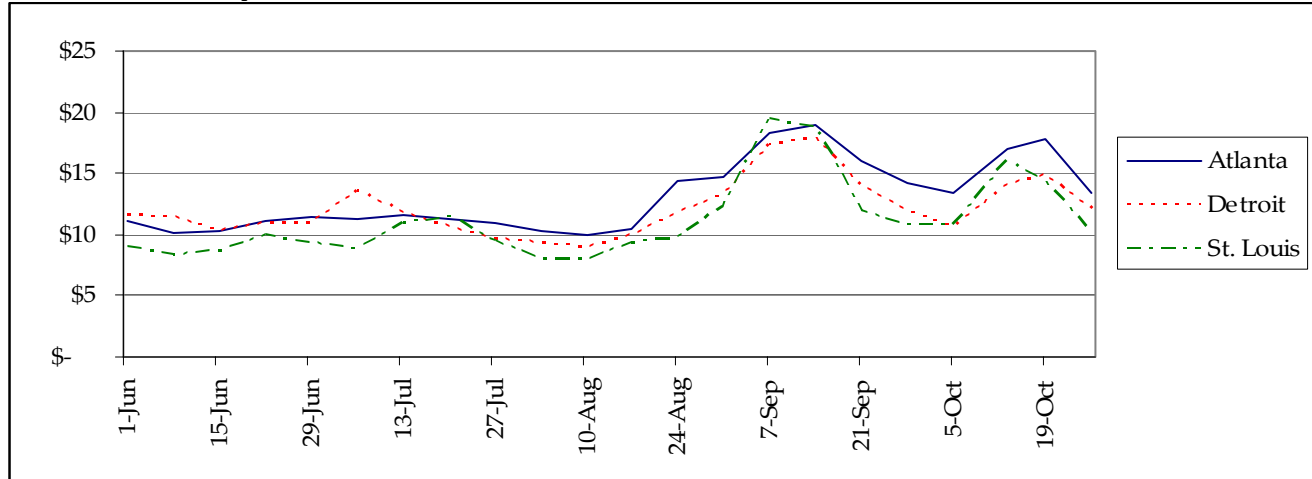
Source: UK Commercial Vegetable Budget Updates

## U.S. FRESH BROCCOLI TRADE (1,000 pounds)



Source: USDA/ERS

## 2003 Weekly Terminal Market Prices (\$ per 14 count carton)



Source: USDA and IFAS Market Information System

### Information Sources

USDA Vegetable and Melons Report  
 UF Marketing Information System  
 UK Horticulture Budgets  
 NASS Vegetable Reports

<http://www.ers.usda.gov/publications/vgs/>

<http://mids.ifas.ufl.edu/>

<http://www.uky.edu/Ag/HortBiz/pubs.html>

<http://usda.mannlib.cornell.edu/reports/nassr/fruit/pvg-bban/>

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