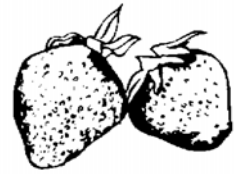


Strawberry Marketing Fact Sheet

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



U.S. Strawberry Production Data

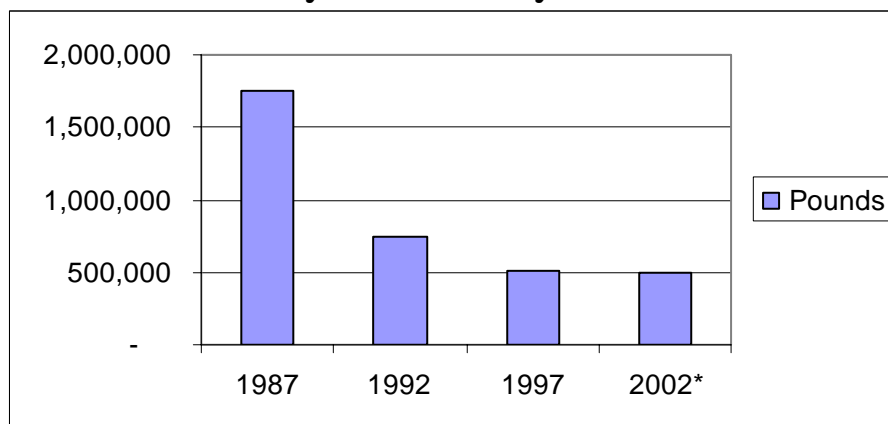
	1998	1999	2000	2001	2002	2003*
Acres Harvested	45,230	46,760	47,650	46,000	47,600	48,000
Production (1,000 cwt)	16,397	18,104	18,476	16,663	19,702	19,702
<i>Fresh Market Production</i>	11,338	12,541	13,823	12,844	13,750	13,750
Price (\$/cwt)	\$61.10	\$61.10	\$54.90	\$65.10	\$62.00	\$62.00
<i>Fresh Market Price</i>	74.10	73.50	65.10	75.70	72.00	72.00
Value (\$1,000)	\$1,001,854	\$1,105,513	\$1,013,537	\$1,085,405	\$1,221,524	\$1,221,524
<i>Fresh Market Value</i>	840,403	922,360	899,554	972,568	990,000	990,000

Source: USDA/ERS

*UK Estimates for 2003 based on ERS projections

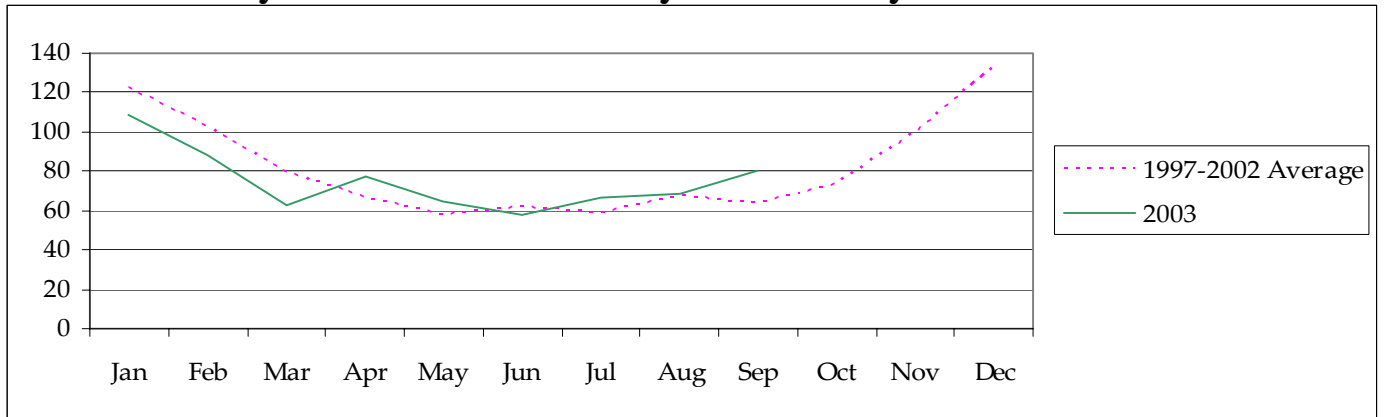
California produces over 80% of the U.S. strawberry crop. A 5% increase in California strawberry acreage was expected in 2003. Source: ERS, *The Packer*

Kentucky Strawberry Production



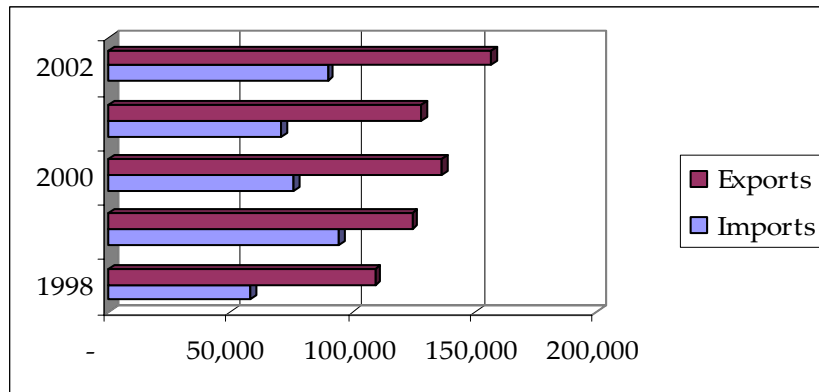
Source: 1987, 1992, 1997 U.S. Census of Agriculture, 2002 UK Projections

U.S. Monthly Prices Received By Strawberry Growers (\$ per cwt)



Source: USDA/ERS Fruits and Tree Nuts Situation and Outlook

U.S. Fresh Strawberry Trade (1,000 lbs)



Source: USDA/ERS Fruits and Tree Nuts Situation and Outlook Yearbook

Information Sources

USDA/ERS Fruit and Tree Nuts Situation and Outlook Yearbook

<http://www.ers.usda.gov/Briefing/FruitAndTreeNuts/>

U.S. Census of Agriculture

<http://www.nass.usda.gov/census/>

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