Blackberry Marketing Fact Sheet

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

Production

- The blackberry is the state fruit of Kentucky. Fresh berry and jam producer Windstone Farms, which claims status as the largest standalone blackberry farm east of the Mississippi, is located near Paris.

- Oregon produces most of the nation's blackberries, historically accounting for 70-75% of production. Most Oregon blackberries end up in the processing market (96% in 2001 and 97% in 2002).

- Blackberries acreage in Kentucky is estimated at 110 acres for 2005, with yields per acre averaging in the 1500-pound range.

U.S. Blackberry Production Data

<table>
<thead>
<tr>
<th></th>
<th>1987</th>
<th>1992</th>
<th>1997</th>
<th>2002*</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S. Acres Harvested</td>
<td></td>
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<tr>
<td>U.S.</td>
<td>6,679</td>
<td>6,994</td>
<td>8,303</td>
<td>10,210</td>
</tr>
<tr>
<td>Kentucky</td>
<td>105</td>
<td>107</td>
<td>75</td>
<td>86</td>
</tr>
<tr>
<td>U.S. Yield Per Acre (lbs)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>U.S.</td>
<td>5,005</td>
<td>5,404</td>
<td>5,858</td>
<td>5,563</td>
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<tr>
<td>Kentucky</td>
<td>1,733</td>
<td>1,206</td>
<td>1,067</td>
<td>1,200</td>
</tr>
<tr>
<td>Production (lbs)</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>U.S.</td>
<td>33,431,133</td>
<td>37,797,097</td>
<td>44,587,707</td>
<td>56,798,230</td>
</tr>
<tr>
<td>Kentucky</td>
<td>164,666</td>
<td>95,278</td>
<td>76,816</td>
<td>103,200</td>
</tr>
</tbody>
</table>

Source: US Census of Agriculture  *Yield and production are UK estimates

Visit the University of Kentucky’s New Crop Opportunities Center for an introduction to blackberry production in Kentucky:

http://www.uky.edu/Ag/NewCrops/introsheets/blackintro.pdf
Weekly Blackberry Average Terminal Market Prices—Atlanta
($ per flat of 12 ½-pt. containers)

Source: USDA/IFAS Market Information System

2001 KY FRESH MARKET BLACKBERRY BREAKEVEN PRICES
http://www.ca.uky.edu/age/pubs/id/id149/id149.htm

THORNY BLACKBERRIES
--------------------------------------------yield per acre------------------------------------
Quarts Per Acre 3000 3500 4000 4500 5000 5500 6000
$/qt* $1.67 $1.43 $1.26 $1.12 $1.01 $ .91 $ .84
*Breakeven price for all operator labor, land, capital and management costs in third fruiting year of production.

THORNLESS ERECT BLACKBERRIES
------------------------------------------yield per acre------------------------------------
Quarts Per Acre 3000 3500 4000 4500 5000 5500 6000
$/qt* $ 1.67 $ 1.43 $ 1.25 $ 1.11 $ 1.00 $ .93 $ .87
*Breakeven price for all operator labor, land, capital and management costs in third fruiting year of production.

THORNLESS SEMI-ERECT BLACKBERRIES
---------------------------------------yield per acre------------------------------------
Quarts Per Acre 3000 3500 4000 4500 5000 5500 6000
$/qt* $ 1.87 $ 1.60 $ 1.40 $ 1.25 $ 1.12 $ 1.02 $ .94
*Breakeven price for all operator labor, land, capital and management costs in third fruiting year of production.

Information Sources
U.S. Census of Agriculture
http://www.nass.usda.gov/census/
USDA/ERS Fruit and Tree Nuts Situation and Outlook Yearbook
http://www.ers.usda.gov/Briefing/FruitAndTreeNuts/

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