

2003 Blackberry Marketing Fact Sheet

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



PRODUCTION

- ❖ 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)
- ❖ Blackberry yields rebounded slightly in 2002
- ❖ Oregon blackberry acreage may decrease slightly in 2002 after nearly a decade of steady increases

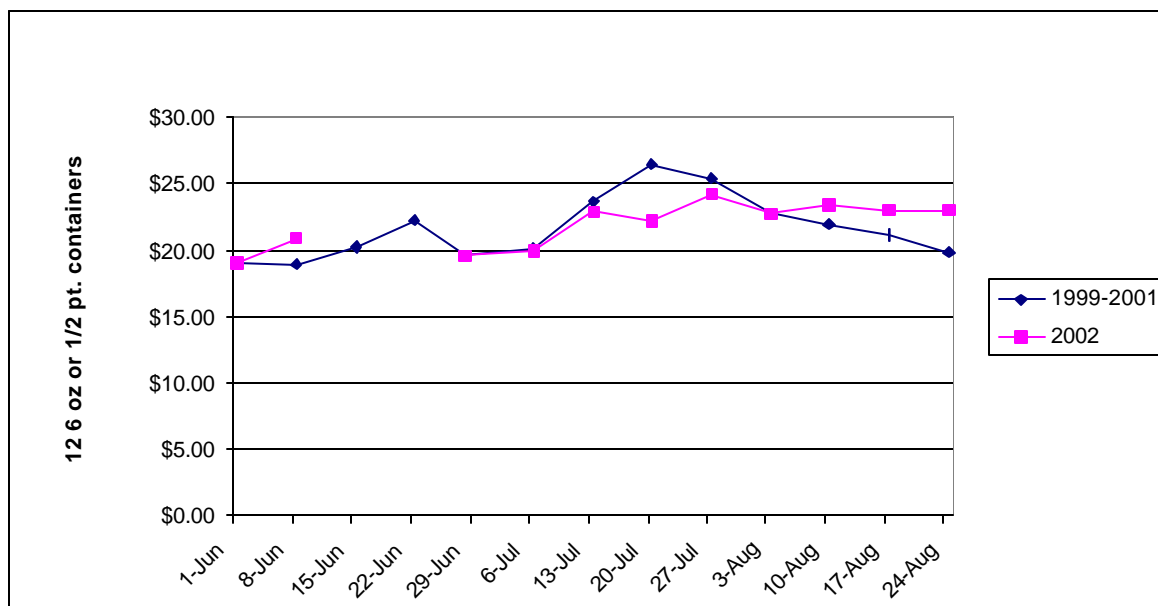
U.S. Blackberry Production Data

	1987	1992	1997	2002*
<i>Area Harvested (acres)</i>	6,679	6,994	7,611	8,200
<i>Kentucky</i>	105	107	88	110
<i>Yield Per Acre (lbs)</i>	5,005	5,404	5,858	5,463
<i>Kentucky</i>	1,733	1,206	1,067	1,200
<i>Production (lbs)</i>	33,431,133	37,797,097	44,587,707	44,800,000
<i>Kentucky</i>	164,666	95,278	76,816	140,000

Source: US Ag Census

* Based on 2002 USDA estimates, NASS Oregon yields, and UK projections

WEEKLY ATLANTA TERMINAL MARKET PRICES



Source: USDA/IFAS Market Information System

2001 KY FRESH MARKET BLACKBERRY BREAKEVEN PRICES

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

*Source: UK Department of Agricultural Economics Estimates. 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

*Source: UK Department of Agricultural Economics Estimates. 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

*Source: UK Department of Agricultural Economics. Breakeven price for all operator labor, land, capital and management costs in third fruiting year of production.

Information Sources:

NASS Vegetable Reports

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

USDA Veg. and Specialties Report

<http://usda.mannlib.cornell.edu/reports/erssor/specialty/vgs-bb/>

Marketing Information System

<http://marketing.ifas.ufl.edu/market.html>

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