

# 2003 Fresh Broccoli Marketing Fact Sheet



## PRODUCTION

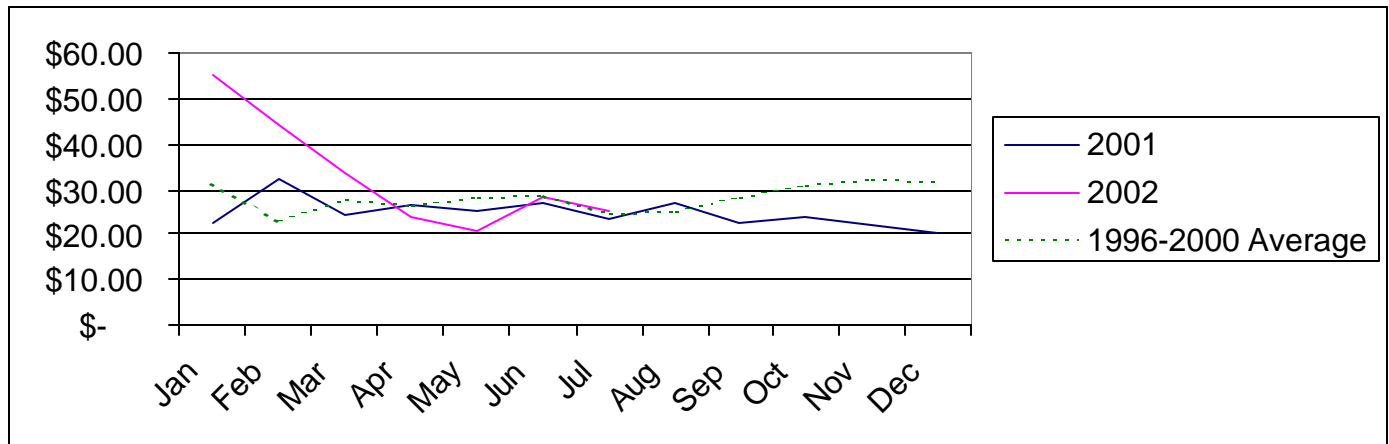
- Fresh market broccoli consumption in the U.S. was estimated at 5.7 pounds in 2002, down from the high of 6.5 lbs in 1999.
- CA produces most of the broccoli consumed the U.S.
- KY broccoli acreage is minimal, decreasing to about 50 acres in 2002.  
There may be future potential for increased commercial fall broccoli acreage in Kentucky.

### U.S. Fresh Market Broccoli Production

	1996	1997	1998	1999	2000	2001	2002*
Acres Harvested	133,500	130,800	134,300	148,000	144,300	140,800	140,000
Yield Per Acre (cwt)	108	120	121	139	136	135	136
Production (1,000 cwt)	14,428	15,744	16,228	20,517	19,693	18,985	19,000
Value per Cwt	\$ 27.11	\$ 29.05	\$30.19	24.07	31.04	25.11	25.26
Total Value (1,000 dollars)	391,194	457,423	489,912	493,814	611,225	476,718	480,000

Source: USDA/ERS. \*UK Estimates for 2002 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

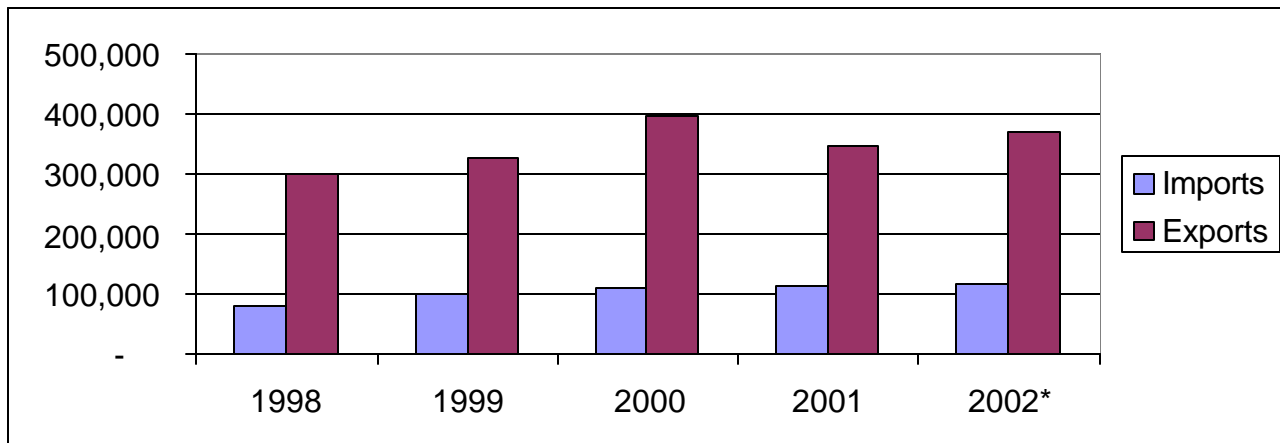
## 2001 KENTUCKY FRESH MARKET BROCCOLI BREAKEVEN PRICES

	yield per acre							
	300	350	400	450	500	550	600	650
20-23 lb. Boxes								
Breakeven Price*	\$ 8.34	\$ 7.29	\$ 6.50	\$ 5.89	\$ 5.40	\$ 5.00	\$ 4.67	\$ 4.39

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

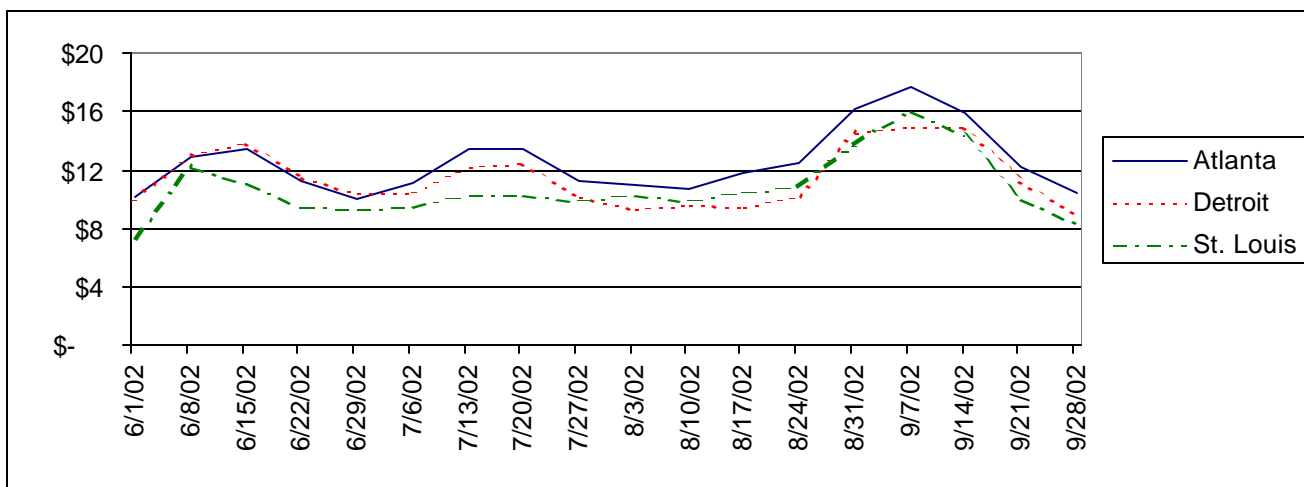
Source: UK Commercial Horticulture Production Budget Updates

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



Source: USDA/ERS

## WEEKLY TERMINAL MARKET PRICES (\$ per 14 count carton)



Source: USDA and IFAS Market Information System

## U.S. Fresh Market Broccoli Acreage

	Summer	Fall
<b>2002</b>	32,000	
<b>2001</b>	34,000	27,500
<b>2000</b>	35,000	27,000
<b>1999</b>	33,500	28,500
<b>1998</b>	32,000	30,500

Source: NASS

### Information Sources:

NASS Vegetable Reports

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

USDA Vegetable and Specialties Report

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

IFAS Marketing Information System

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

UK Horticulture Budgets

<http://www.uky.edu/Ag/AgEcon/data/baledhortbudgetinstr495.html>

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