

2003 Fresh Cucumber Marketing Fact Sheet



PRODUCTION

- About 60% of cucumber use is in fresh form
- Fresh cucumber prices are lowest when production peaks in June
- Adding value by some fresh cut processing (slicing) may increase profits
- Fall trellised production may offer KY producers additional fresh cucumber profits

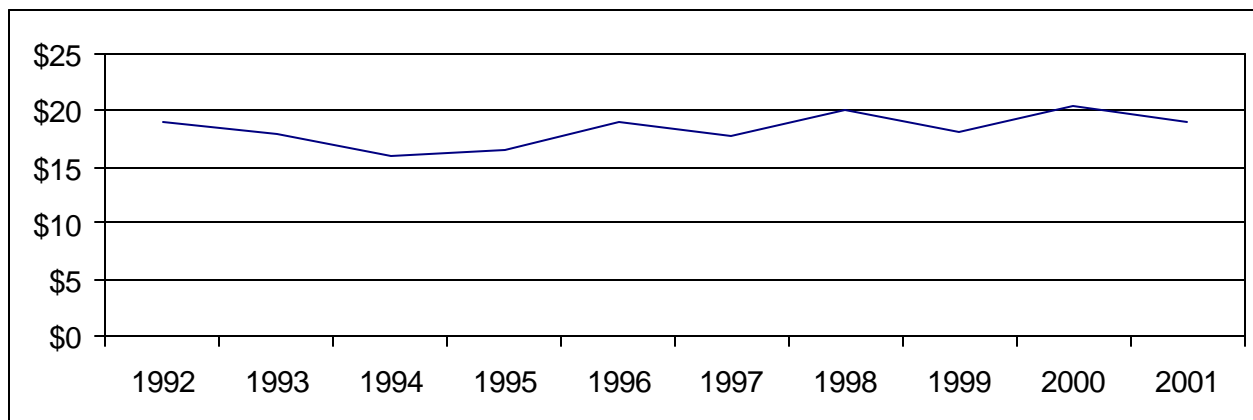
U.S. Fresh Market Cucumber Production

	1996	1997	1998	1999	2000	2001	2002*
Acres Harvested	56,600	57,450	57,280	59,900	55,300	54,800	56,000
Yield Per Acre (cwt)	174	201	197	199	198	199	196
Production (1,000 cwt)	9,836	11,571	11,263	11,921	10,950	10,891	11,000
Value per Cwt	\$ 18.97	\$ 17.69	\$20.03	\$18.18	\$ 19.95	\$ 19.51	\$ 19.09
Total Value (1,000 dollars)	186,590	204,674	225,587	216,698	218,405	212,481	210,000

Source:USDA/ERS. *UK estimates for 2002 based on NASS projections.

U.S. Cucumber Season Average Prices

Dollars per cwt.



Source: USDA Vegetables and Melons Report

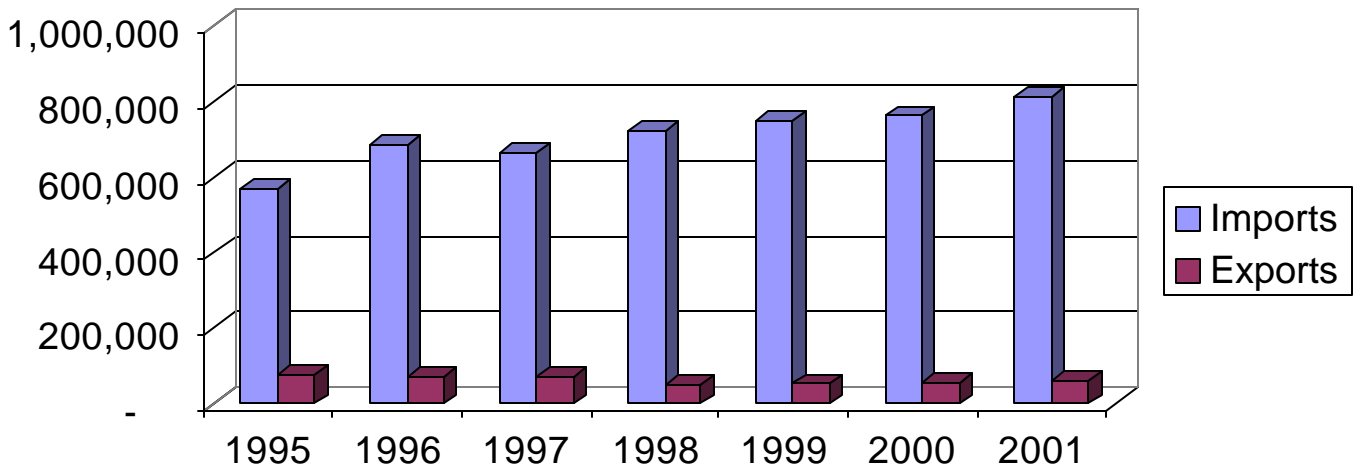
2002 KENTUCKY FRESH MARKET CUCUMBER BREAKEVEN PRICES

	-----yield per acre-----							
	300	350	400	450	500	550	600	650
50 lb box Breakeven Price*	\$ 9.82	\$ 9.00	\$ 8.39	\$ 7.91	\$ 7.53	\$ 7.21	\$ 6.95	\$ 6.73

*Breakeven price per box for all operator labor, land, capital, and management costs

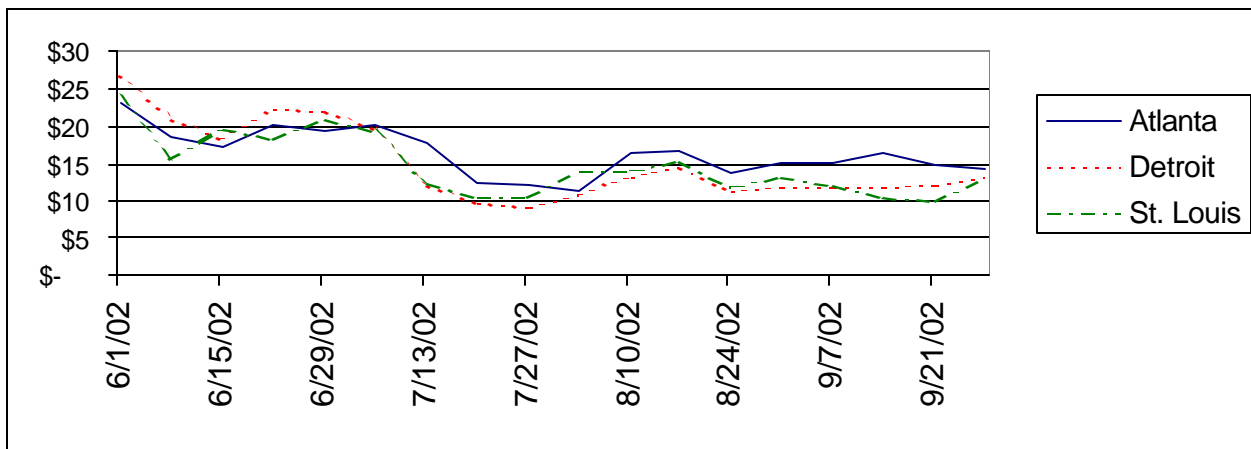
TRADE

(1,000 pounds)



Source: USDA Vegetables and Specialties Situation Outlook and Yearbook

WEEKLY TERMINAL MARKET PRICES (\$ per 1 1/9 bushel, medium)



Source: UF/IFAS Marketing Information System

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/>
- 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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