



2003 Fresh Market Bell Pepper Fact Sheet

PRODUCTION

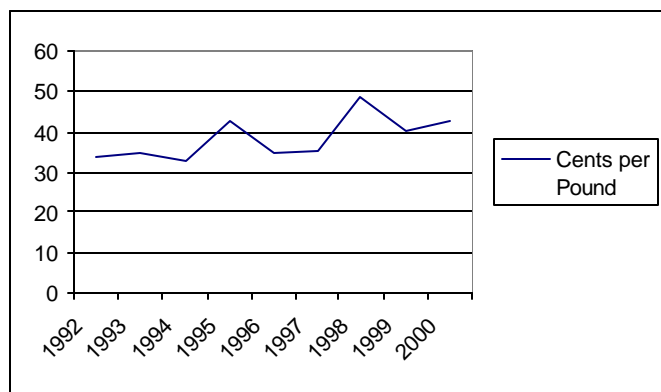
- Bell peppers continue to be one of the most popular and profitable vegetable crops for KY producers
- Peppers and tomatoes, mostly hothouse production, now make up more than 2/3 of Canada's fresh vegetable exports to the United States

U.S. Fresh Bell Pepper Production Data (USDA/ERS)

	1996	1997	1998	1999	2000	2001	2002
Acres Harvested	66,100	56,200	56,680	56,820	62,350	56,720	57,000
Yield Per Acre (cwt)	252	266	257	274	270	261	263
Production (1,000 cwt)	16,639	14,959	14,556	15,562	16,861	14,814	15,000
Value per Cwt	\$28.02	\$32.06	\$34.80	\$31.09	\$31.28	\$28.40	\$30.13
Total Value (1,000 dollars)	\$466,151	\$479,512	\$506,610	\$483,807	\$527,452	\$420,672	\$452,000

Source: USDA/ERS *UK estimate based on NASS reports from major producing areas

Annual Bell Pepper f.o.b. Shipping Point Prices



- Monthly f.o.b. shipping point prices for bell peppers are not summarized by the USDA
- 1998 average was high because of late harvest and demand considerations
- 2002 Prices projected to have remained above \$0.40

2001 KENTUCKY FRESH MARKET GREEN BELL PEPPER BREAKEVEN PRICES

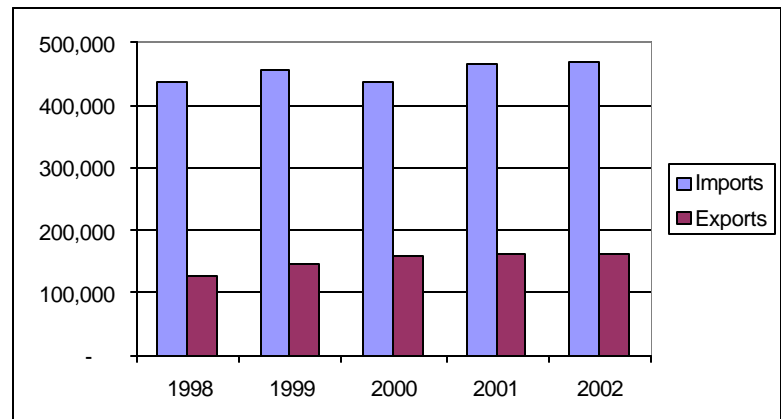
	-----yield per acre-----							
1 1/9 Bushel Boxes	700	800	900	1000	1100	1200	1300	1400
Price*	\$7.37	\$6.94	\$6.60	\$6.34	\$6.12	\$5.93	\$5.78	\$5.65

* Price required for \$0 return to land and management. Source: UK Vegetable Production Budget Updates

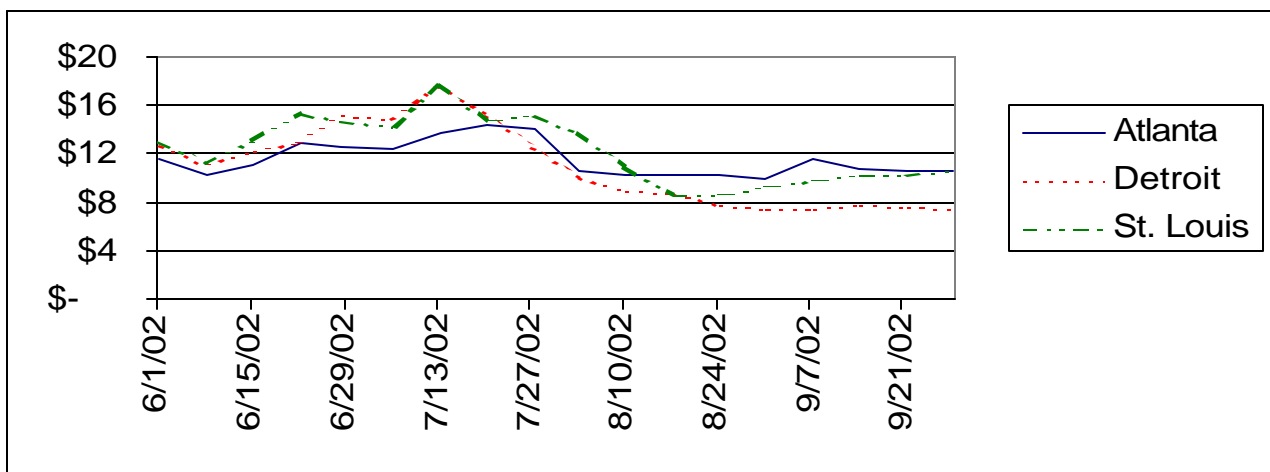
TRADE DATA

- Canada accounts for 98% of U.S. bell pepper exports
- The bulk of U.S. imports come from Mexico
- Over 70% of Mexican imports come from grower-owned distributors. The hub for distribution is found in Nogales, AZ

U.S. Green Bell Pepper Trade (Quantity in 1,000 lbs.)



WEEKLY TERMINAL MARKET PRICES (\$ per 1 1/9 bushel carton large green peppers)



Source: USDA/IFAS

Average Arrivals From Producing Areas (1996-98)

(1,000 cwt.)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
CA				2	66	153	204	203	192	228	130	29
FL	194	159	182	248	261	110	3			28	135	215
MI, PA, NJ, NY							48	114	111	66	5	
VA, NC, GA					1	116	156	25	26	41	36	9
Other (Including Imports)	229	240	228	213	129	51	34	69	78	64	61	215

Source: USDA report of unload/arrival figures in 22 major cities. Figures represent 33-50% of total product.

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>

Prepared by Matt Ernst (mernst@uky.edu) and Tim Woods (tawoods@uky.edu), University of Kentucky Department of Agricultural Economics, 400 Charles E. Barnhart Building, Lexington, KY, 40546-0276, Phone 859-257-5762, Fax 859-323-1913, <http://www.uky.edu/Ag/AgEcon>

Educational programs of the Kentucky Cooperative Extension Service serve all people regardless of race, color, age, sex, religion, disability, or national origin.