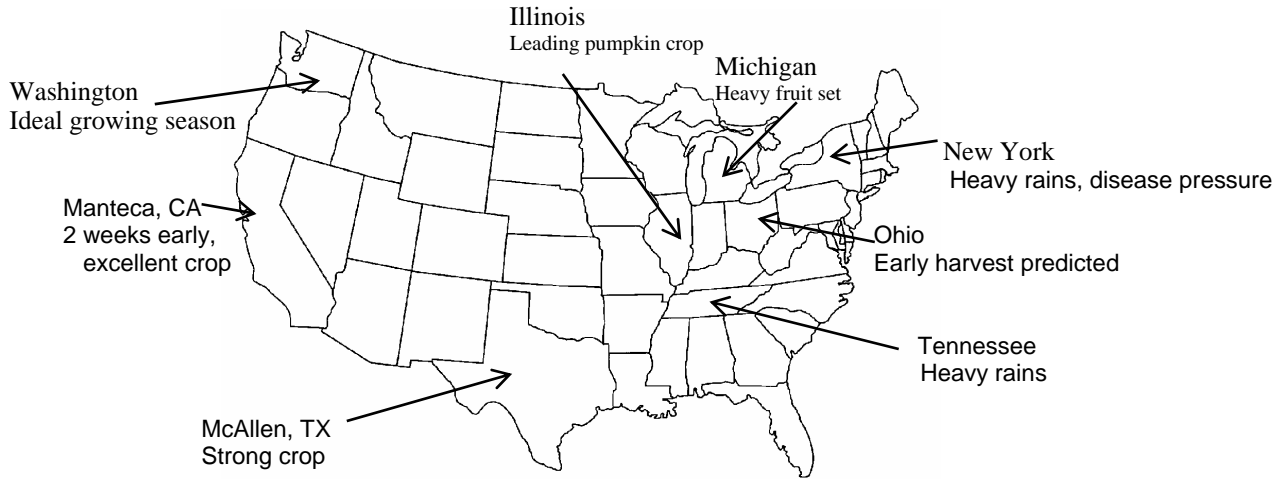


2004 Pumpkin, Winter Squash, and Gourd Marketing Fact Sheet



2004 Production Trends



Source: Seasonal reports and *The Packer*, August 23, 2004.

States Harvesting Over 1,000 Acres Pumpkins, 2002

State (Ntl. Rank)	2002 Acres Harvested
Illinois (1)	12,296
Michigan	7,414
Pennsylvania	7,402
New York	6,784
California	6,384
Ohio (6)	5,564
Indiana	4,242
Wisconsin	4,023
Tennessee (9)	3,742
Texas	3,333
New Mexico	3,225
New Jersey	3,094
Massachusetts	2,723
Minnesota	2,593
Virginia (15)	2,271
Oregon	1,782
Washington	1,752
Maryland	1,715
Missouri (19)	1,697
Connecticut	1,559
Kentucky* (21)	1,524
Colorado	1,346
North Carolina	1,327

Source: 2002 Census of Ag, *2004 UK Estimate=1,100



Illinois has become the nation's largest shipper of pumpkins since 1997, increasing from 7,783 acres to 12,296



Tennessee is a major pumpkin producer nationally and is the major regional competitor for Kentucky. Tennessee pumpkin acreage was between 4,000 and 4,500 acres in 2003 and producers had good yields.



Winter squash, gourds, and ornamental corn are effectively merchandised along with pumpkins.



Some Kentucky producers are exploring markets for miniature pumpkins, which can yield good returns for local retail and/or wholesale marketers.



Direct marketing of pumpkins, gourds, ornamental corn, and other fall ornamentals can be a profitable endeavor for growers willing to service a more discriminating customer base.



Direct store delivery of pumpkins to major retailers (Wal-Mart) continues in KY.

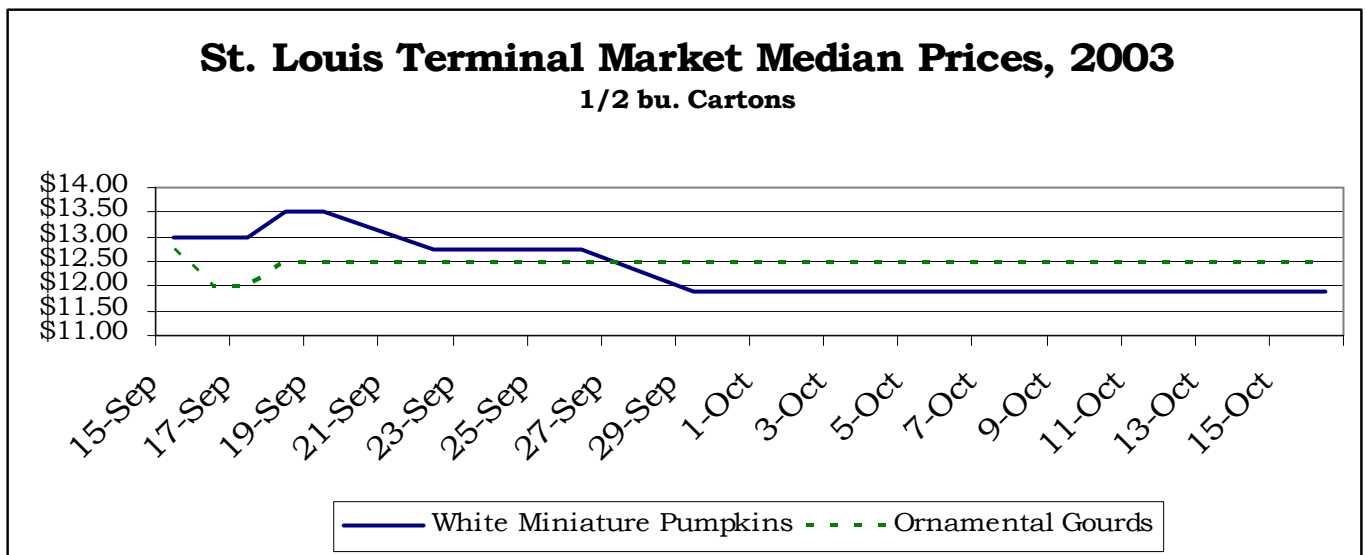
2003 Kentucky Pumpkin Breakeven Prices

	-----yield per acre-----							
Pounds	15,000	17,000	19,000	21,000	21,500	22,000	24,000	26,000
Price*	\$0.107	\$0.095	\$0.085	\$0.077	\$0.075	\$0.073	\$0.067	\$0.062

- Price required for \$0 return to land, capital, and management in 2003 KY Commercial Vegetable Updates
- http://www.uky.edu/Ag/AgEcon/pubs/software/budgets_veg_melon.xls

Pumpkin Market Price Information

- Pumpkin prices do not fluctuate greatly throughout the trading season, which traditionally begins around Sept. 15. Some stores and chains are demanding earlier delivery.
- 1,000-lb bins of pumpkins typically trade at terminal markets for \$110-\$175 (\$0.11-\$0.175/lb). KY local delivery prices have run about 60% of these terminal market price levels (\$0.065-\$0.11/lb)
- KY producers usually need to stay as close to the dime-per-pound price range to produce wholesale pumpkins profitably
- Gourds and winter (hard) squash may also be produced profitably by Kentucky growers



Source: USDA/AMS

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