

2003 Strawberry Marketing Fact Sheet

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

PRODUCTION

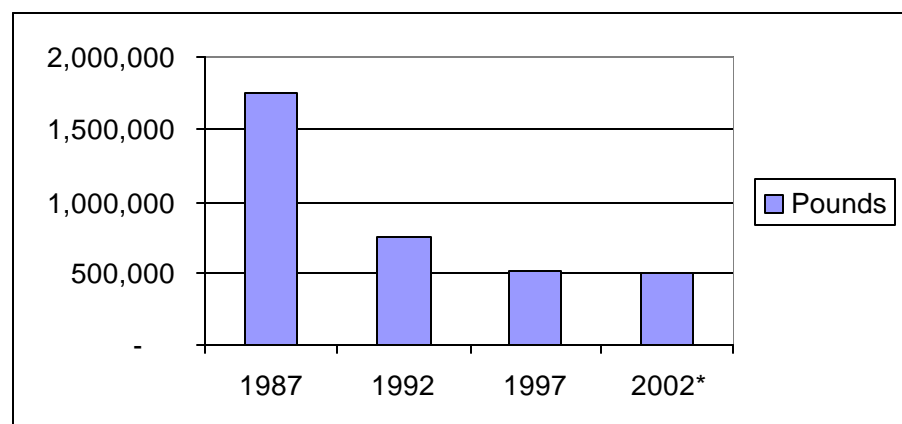
U.S. Strawberry Production Data

| | 1997 | 1998 | 1999 | 2000 | 2001 | 2002* |
|--------------------------------|-----------|-------------|-------------|-------------|-------------|-------------|
| Acres Harvested | 44,260 | 45,230 | 45,560 | 47,750 | 46,100 | 48,000 |
| Production (1,000 cwt) | 16,278 | 16,397 | 18,104 | 18,476 | 16,663 | 19,702 |
| <i>Fresh Market Production</i> | 12,018 | 11,338 | 12,541 | 13,823 | 12,844 | 13,750 |
| Price (\$/cwt) | \$55.50 | \$61.10 | \$61.10 | \$54.90 | \$65.10 | \$62.00 |
| <i>Fresh Market Price</i> | 65.60 | 74.10 | 73.50 | 65.10 | 75.70 | 72.00 |
| Value (\$1,000) | \$903,350 | \$1,001,854 | \$1,105,513 | \$1,013,537 | \$1,085,405 | \$1,221,524 |
| <i>Fresh Market Value</i> | 787,974 | 840,403 | 922,360 | 899,554 | 972,568 | 990,000 |

Source: USDA/ERS *UK Estimates for 2002 based on ERS projections

California produces 83% of the U.S. strawberry crop. California strawberry acreage is expected to increase by 5.2% in 2003 Source: ERS, *The Packer*

Kentucky Strawberry Production

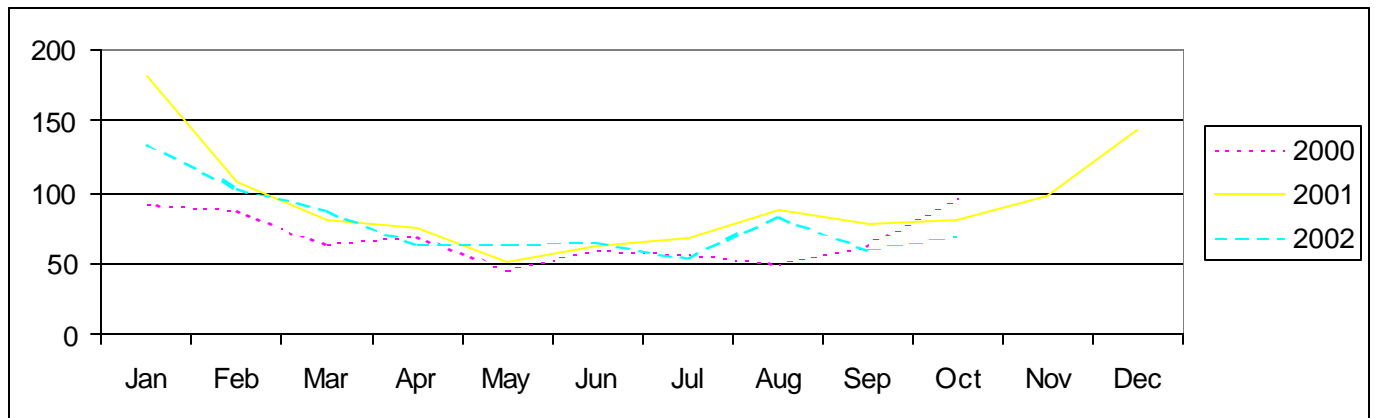


Source: 1987, 1992, 1997 U.S. Census of Agriculture, 2002 UK Projections

PRICES

U.S. Monthly Prices Received By Strawberry Growers

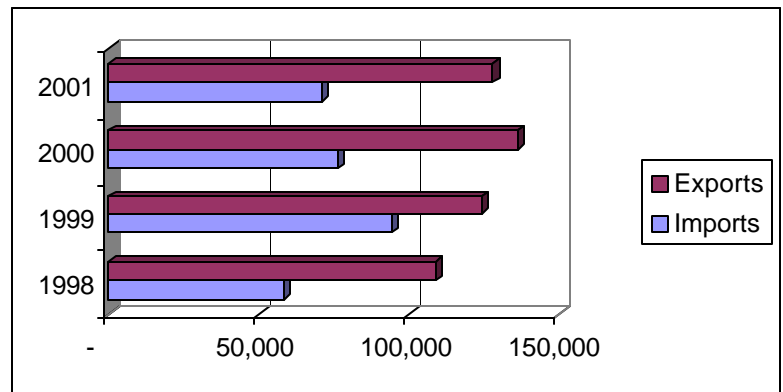
(\$ per cwt)



Source: USDA/ERS Fruits and Tree Nuts Situation and Outlook

TRADE

U.S. Fresh Strawberry Trade (1,000 lbs)



Information Sources

U.S. Census of Agriculture

<http://govinfo.kerr.orst.edu/ag-stateis.html>

USDA/ERS Fruit and Tree Nuts Situation and Outlook Yearbook

<http://www.econ.ag.gov/prodsrvs/rept-sag.htm#fruitnutsup>

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.