**Strawberry Marketing Fact Sheet**

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

**U.S. Strawberry Production Data**

<table>
<thead>
<tr>
<th></th>
<th>1999</th>
<th>2000</th>
<th>2001</th>
<th>2002</th>
<th>2003</th>
<th>2004*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acres Harvested</td>
<td>46,460</td>
<td>47,350</td>
<td>45,700</td>
<td>47,600</td>
<td>48,400</td>
<td>49,000</td>
</tr>
<tr>
<td>Production (1,000 cwt)</td>
<td>18,314</td>
<td>19,008</td>
<td>16,509</td>
<td>18,845</td>
<td>20,811</td>
<td>21,000</td>
</tr>
<tr>
<td>Fresh Market Production</td>
<td>13,052</td>
<td>14,333</td>
<td>12,597</td>
<td>14,063</td>
<td>15,686</td>
<td>16,000</td>
</tr>
<tr>
<td>Price ($/cwt)</td>
<td>$62.50</td>
<td>$55.00</td>
<td>$64.70</td>
<td>$61.60</td>
<td>$63.90</td>
<td>$62.00</td>
</tr>
<tr>
<td>Fresh Market Price</td>
<td>74.40</td>
<td>64.90</td>
<td>75.80</td>
<td>71.30</td>
<td>75.50</td>
<td>74.00</td>
</tr>
<tr>
<td>Value ($1,000)</td>
<td>$1,145,876</td>
<td>$1,045,413</td>
<td>$1,069,259</td>
<td>$1,162,190</td>
<td>$1,321,270</td>
<td>$1,302,000</td>
</tr>
<tr>
<td>Fresh Market Value</td>
<td>971,114</td>
<td>930,125</td>
<td>954,413</td>
<td>1,003,145</td>
<td>1,176,816</td>
<td>1,184,000</td>
</tr>
</tbody>
</table>

Source: USDA/ERS  
*UK Estimates for 2004 based on ERS projections

California produces over 80% of the U.S. strawberry crop, still increasing production since 2003.  
Source: ERS, The Packer

**Kentucky Strawberry Production**

![Kentucky Strawberry Production Chart](chart.png)

U.S. Monthly Prices Received By Strawberry Growers ($ per cwt)

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

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

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

Information Sources

USDA/ERS Fruit and Tree Nuts Situation and Outlook Yearbook
http://www.ers.usda.gov/Briefing/FruitAndTreeNuts/

U.S. Census of Agriculture
http://www.nass.usda.gov/census/

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