



2002 EDAMAME MARKETING FACT SHEET

Prepared by Matt Ernst
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FACTS

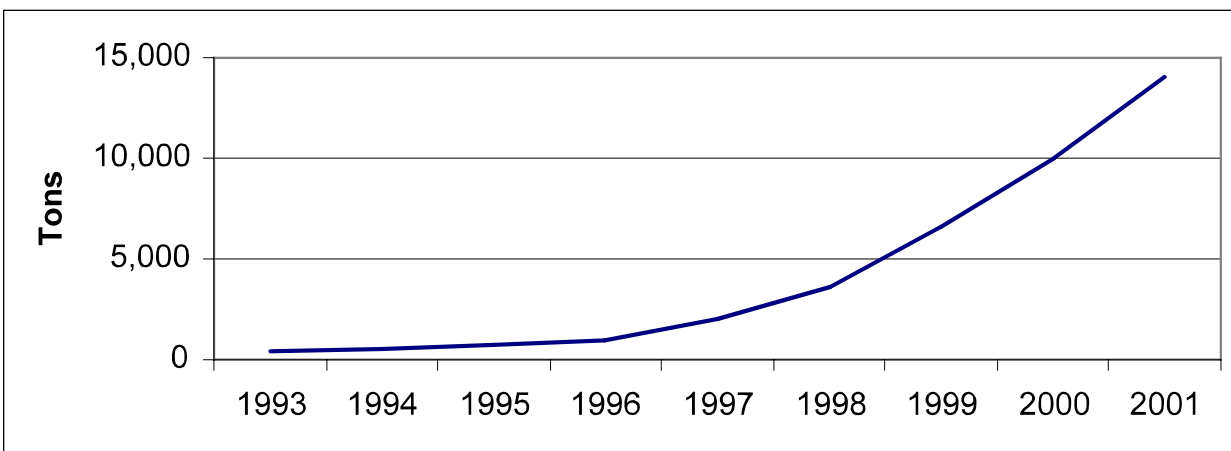
- There are several producers in Kentucky successfully marketing fresh edamame
- Edamame is also referred to as “green vegetable soybean” and a host of other names
- Safeway introduced “Safeway Select Edamame” in Dec. 2000, a store brand product indicating that edamame is quickly moving from specialty to mainstream status in the United States; beans for this product are imported from China.
- Edamame can be marketed either frozen or fresh
- There are currently only two processors of frozen edamame in the United States: Sunrich Foods in Minnesota and Seapoint Farms in California
- Most of the world’s frozen edamame is handled by Asia Foods Group of Taiwan



PRODUCTION

- U.S. edamame production is concentrated in the upper Midwest (Sunrich Foods) and West Coast (Cascadian Farms)
- Less than 1,000 tons of frozen edamame are produced in the United States
- There are probably less than 100 acres utilized for fresh market sale of edamame in the U.S.
- Food brokers identify fresh edamame as the highest in demand and hardest to find, due to only a seasonal and local market

U.S. FROZEN IN-POD EDAMAME ARRIVALS*



*About 600 tons of shelled edamame are also imported into the U.S. annually

Source: Chang Chi-Lin, CEO, Asia Foods. “Frozen Edamame: Global Market Conditions.” Presentation at Second International Vegetable Soybean Conference, August 10-12, 2001, Tacoma Washington.

2000 KENTUCKY FRESH EDAMAME BREAKEVEN PRICES

	-----yield per acre-----					
pounds per acre	6,000	6,750	7,500	8,250	9,000	10,000
25-lb boxes per acre	240	270	300	330	360	400
\$/pound*	\$ 1.13	\$ 1.09	\$ 1.07	\$ 1.04	\$ 1.02	\$ 1.00

*Breakeven price for operator land, labor, and management

Source: 2001 UK Estimates

INFORMATION SOURCES

WEB SITES

Kentucky Edamame Soybean Marketing Project
<http://www.uky.edu/Ag/HortBiz/edamame.html>

Washington State University Edamame Page
<http://agsyst.wsu.edu/edamhome.htm>

New Crop Opportunities Center
<http://www.uky.edu/Ag/NewCrops/>

PEOPLE

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