

## Alberta Direct Market Average Berry & Vegetable Prices – 2014 / 2015

A number of farms contributed their pricing information, with a wide range in size, diversity and operational focus. As well, prices reported on producer websites were added into the pricing dataset.

Most prices are reported per pound (for fruit and most vegetables), however many farms charge on a volume basis (often 4L pail) or on a per unit basis (for a number of vegetable crops – e.g. per head, per bag, per bunch). For the purposes of comparison, the price per pound was calculated assuming 5 pounds per pail for all fruit; however, the actual weight of fruit per volume can vary. In converting prices to a “per pound” basis, it was assumed that 1 pint is equal to 0.625 pounds. The price per pound varied according to the container size, with some producers offering a range of container sizes for some pre-picked fruit. In this case, an **average** price was generated to use in comparisons with other farms. In cases of vegetable pricing, producers reporting a price per pound for a product were compared with producers reporting similarly, whereas producers reporting in a price per unit were compared with other similar reported data. Data was not compared between reported weight and volume datasets. Where possible, the u-pick and the pre-pick (pre-picked on-farm sales, farmer's market sales, etc.) prices are reported.

Many producers offer a volume discount (sometimes with several different prices for different volumes) or include a price adjustment for customers bringing pails/containers or charge a fee for pails. The average price discount or charge for a 4L pail was \$1. Some producers also make some price adjustments for early or late crops, depending on the crop.

Not all of the data contributed could be reported, as there was insufficient data to create a quality range &/or average. The number of data points comprising a dataset is included (e.g. n=x). If three or more data points were available, both a range and an average were reported. While the prices reported represent a range, there may be significant variation within the range. As a result, the median value was also included (for the fruit crops only), which represents the middle value of the dataset. Producers should consider their individual, specific costs of production, as well as their customers and markets when setting their prices. **Use the prices as a guide only**, and do not make adjustments to price, simply because you are lower than the average. In a number of areas, prices appear to be reaching the limit of what the market will bear, for the time being.

For the 2015 season, some producers were considering a price increase, due to a range of factors, however it appeared that many were maintaining their price. A number of producers are offering a range of prices and offerings, such as different volumes, fresh/frozen, washed/unwashed, delivered/pick up, etc., depending on the product.

### Fruit Prices

Strawberries									
<b>Marketing Generalities</b>	Strawberries were usually often sold on a U-pick basis, however many more producers are selling pre-picked berries at the farmers' markets or on-farm. Volume of container was typically 4L pail/basket; however more, smaller container options are appearing (mainly for pre-picked product).								
	U-pick (n=8)			Pre-Pick (On-farm or unspecified) (n=8)			Pre-Pick (Farmers' Market) (n=3)		
	Range (price per pound)	Average (price per pound)	Median (price per pound)	Range (price per pound)	Average (price per pound)	Median (price per pound)	Range (price per pound)	Average (price per pound)	Median (price per pound)
	\$2.6 - \$8.0	\$3.76	\$3.0	\$4.0 - \$7.75	\$4.89	\$4.2	\$3.93 - \$7.75	\$5.23	\$4.0
<b>Comments</b>	Prices varied with the size of the container that they are sold in, with most producers offering various sizes. There did not tend to be a huge difference in price between pre-picked product that was sold on-farm and Farmers' market product. Some product delivery systems were in place in some areas.								
Raspberries									
<b>Marketing Generalities</b>	Raspberries were most often U-picked, with some pre-picked (farm gate / farmer's market) sales. A number of farms did not pre-pick raspberries								
	U-pick (n=16)			Pre-Pick (n=7)					
	Range (price per pound)	Average (price per pound)	Median (price per pound)	Range (price per pound)	Average (price per pound)	Median (price per pound)			
	\$2.25 – \$19.5	\$5.29	\$3.5	\$3.0 - \$24.4	\$9.7	\$6.0			
<b>Comments</b>	Prices varied with container size, often being sold in pint or smaller volume containers, which significantly elevates the price per pound (and returns). The labour of picking raspberries for sale can be significant								

<b>Saskatoon Berries</b>									
<b>Marketing Generalities</b>	Saskatoon berries were often sold U-picked, however many farms offer pre-picked fruit. Pre-pick prices most often were more than u-pick prices, depending on the operation and how they were packaged. It was not reported whether pre-picked sales were fresh or frozen, although it can be assumed that immediate sales were fresh, with later sales certainly frozen. Prices varied with different volumes of product sold. Value added product was not included, but would feature prominently in most operations.								
	<b>U-pick (n=15)</b>			<b>Pre-Pick (n=10)</b>			<b>Pre-Pick (Farmers' Market) (n=4)</b>		
	<b>Range (price per pound)</b>	<b>Average (price per pound)</b>	<b>Median (price per pound)</b>	<b>Range (price per pound)</b>	<b>Average (price per pound)</b>	<b>Median (price per pound)</b>	<b>Range (price per pound)</b>	<b>Average (price per pound)</b>	<b>Median (price per pound)</b>
	\$2.0 - \$5.0	\$3.0	\$3.0	\$3.2 - \$5.0	\$4.08	\$3.9	\$4.2 - \$5.38	\$4.94	\$5.09
<b>Comments</b>	-								
<b>Black Currants</b>									
<b>Marketing Generalities</b>	Type of harvest (hand vs mechanical) not reported in most cases. Value-adding would be common								
	<b>U-pick (n=3)</b>				<b>Pre-Pick (n=3)</b>				
	<b>Range (price per pound)</b>	<b>Average (price per pound)</b>	<b>Median (price per pound)</b>	<b>Range (price per pound)</b>	<b>Average (price per pound)</b>	<b>Median (price per pound)</b>	<b>Range (price per pound)</b>	<b>Average (price per pound)</b>	<b>Median (price per pound)</b>
	\$2.0 - \$5.0	\$3.33	\$3.0	\$2.13 - \$3.13	\$2.75	\$3.0			
<b>Comments</b>	Equal number of u-pick versus pre-pick reported								
<b>Sour Cherries</b>									
<b>Marketing Generalities</b>	Limited prices reported								
	<b>U-pick (n=3)</b>				<b>Pre-Pick (n=3)</b>				
	<b>Range (price per pound)</b>	<b>Average (price per pound)</b>	<b>Median (price per pound)</b>	<b>Range (price per pound)</b>	<b>Average (price per pound)</b>	<b>Median (price per pound)</b>	<b>Range (price per pound)</b>	<b>Average (price per pound)</b>	<b>Median (price per pound)</b>
	\$2.0 - \$5.0	\$3.2	\$2.6	\$2.13 - \$3.13	\$2.75	\$3.0			
<b>Comments</b>	Equal number of u-pick versus pre-pick reported; In past years, some variation in price due to pitted versus not pitted.								
<b>Haskap (Blue honeysuckle)</b>									
<b>Marketing Generalities</b>	Limited prices reported. All were for u-pick								
	<b>U-pick (n=4)</b>								
	<b>Range (price per pound)</b>	<b>Average (price per pound)</b>		<b>Median (price per pound)</b>					
	\$3.0 - \$5.0	\$4.0		\$4.0					
<b>Comments</b>	-								
<b>Other Fruit</b>									
More "alternative" fruit are coming onto the market, but still limited numbers reported. Other fruit includes chokecherries, rhubarb, etc.									
<b>Rhubarb</b>	Prices were reported in limited numbers, but rhubarb tends to be sold as pre-picked, with prices ranging from \$1.5 - \$4.0/lb, and an average price of \$2.25/lb (n=5) and a median of \$2.0/lb. Some rhubarb is sold by piece.								
<b>Chokecherries</b>	Prices weren't reported in any quantity, but are typically similar to those of Saskatoon berries.								
<b>Other fruit (e.g. gooseberries, apples, crabapples, etc.)</b>	Wide range of prices reported. There were too few numbers to report for any one crop. Prices are typically per pound, most often u-pick.								

## Vegetable Prices

Artichokes	U-pick (n=4)		Pre-Pick (n=3)			
	Range (price per pound)	Average (price per pound)	Range (price per pound)	Average (price per pound)		
	-	-	\$2.5 - \$5.0	\$3.67		
Comments	Farmers' market prices higher (too few to report)					
Beans	U-pick (n=4)		Pre-Pick (n=5)			
	Range (price per pound)	Average (price per pound)	Range (price per pound)	Average (price per pound)		
	\$1.75 - \$4.0	\$2.45	\$2.25 - \$5.0	\$3.24		
Comments	-					
Beets	U-pick (n=4)		Pre-Pick (n=7)			
	Range (price per pound)	Average (price per pound)	Range (price per pound)	Average (price per pound)		
	\$1.5 - \$2.0	\$1.88	\$0.8 - \$2.5	\$1.97		
Comments	Often a slight discount for larger quantities. Lower prices often represent bulk / larger volume discount.					
Broccoli	U-pick		Pre-Pick (n=3)			
	Range (price per pound)	Average (price per pound)	Range (price per pound)	Average (price per pound)		
	Too few reported	-	\$1.0 - \$3.5	\$2.0		
Comments	Per head prices ranged from \$2.5 - \$3.5 per head (n=3)					
Cabbage	U-pick		Pre-Pick (n=3)			
	Range (price per unit)	Average (price per unit)	Range (price per unit)	Average (price per unit)		
	Too few reported	-	\$2.5 - \$3.0	\$2.67		
Comments	Price per pound ranged from \$0.36 - \$0.80 (n=3)					
Carrots	U-pick (n=7)		Pre-Pick (n=12)			
	Range (price per pound)	Average (price per pound)	Range (price per pound)	Average (price per pound)		
	\$1.0 - \$2	\$1.64	\$1.0 - \$3.25	\$2.44		
Comments	Some price variation depending on time of year, product size (higher price for smaller) and package volume.					
Cauliflower	U-pick		Pre-Pick (n=3)			
	Range (price per unit)	Average (price per unit)	Range (price per unit)	Average (price per unit)		
	-	-	\$2.5 - \$3.0	\$2.83		
Comments	Price per pound ranged from \$1.0 \$2.0, with higher prices at FM					
Corn, sweet	U-pick (n=3)		Pre-Pick (n=3)			
	Range (price per dozen)	Average (price per dozen)	Range (price per dozen)	Average (price per dozen)		
	\$4.0 - \$9.0	\$5.67	\$8.0 - \$12.0	\$9.33		
Comments	Some sales per cob (resulting in higher cost per dozen), but most per dozen. Prices specifically stated for Farmers' Markets tended to be higher (as much as \$2+), occasionally packaged in smaller quantity groups.					
Cucumbers, Pickling	U-pick (n=4)		Pre-Pick (n=6)		Pre-Pick (Farmers' Mkt) (n=3)	
	Range (price per pound)	Average (price per pound)	Range (price per pound)	Range (price per pound)	Range (price per pound)	Range (price per pound)
	\$1.5 - \$2.5	\$1.94	\$1.5 - \$3.0	\$2.5	\$1.5 - \$2.5	\$2.0
Comments	-					

<b>Cucumbers, Slicing</b>	<b>U-pick</b>		<b>Pre-Pick (n=4)</b>			
	<b>Range (price per pound)</b>	<b>Average (price per pound)</b>	<b>Range (price per pound)</b>	<b>Average (price per pound)</b>		
	Too few reported	-	\$0.80 - \$2.0	\$1.45		
<b>Comments</b>	Price per unit ranged from \$1.0 - \$2.5 each					
<b>Garlic (bulb/head)</b>	<b>U-pick</b>		<b>Pre-Pick (n=6)</b>			
	<b>Range (price per unit)</b>	<b>Average (price per unit)</b>	<b>Range (price per unit)</b>	<b>Average (price per unit)</b>		
	Too few reported	-	\$0.50 - \$3.5	\$2.13		
<b>Comments</b>	Size of head/bulb will vary					
<b>Kohlrabi</b>	<b>U-pick</b>		<b>Pre-Pick (n=3)</b>			
	<b>Range (price per unit)</b>	<b>Average (price per unit)</b>	<b>Range (price per unit)</b>	<b>Average (price per unit)</b>		
	Too few reported	-	\$1.0 - \$1.5	\$1.25		
<b>Comments</b>	-					
<b>Lettuce (bagged)</b>	<b>Pre-Pick (n=6)</b>		<b>Pre-Pick (Farmers' Mkt) (n=4)</b>			
	<b>Range (price per unit)</b>	<b>Average (price per unit)</b>	<b>Range (price per unit)</b>	<b>Average (price per unit)</b>		
	\$2.0 - \$3.5	\$2.58	\$2.5 - \$3.0	\$2.88		
<b>Comments</b>	Limited u-pick prices reported; Bag sizes vary					
<b>Lettuce, Romaine (head/bag)</b>	<b>U-pick</b>		<b>Pre-Pick (n=4)</b>			
	<b>Range (price per unit)</b>	<b>Average (price per unit)</b>	<b>Range (price per unit)</b>	<b>Average (price per unit)</b>		
	Too few reported	-	\$2.0 - \$4.0	\$3.13		
<b>Comments</b>	Bag and head size varied					
<b>Onions, Bulb</b>	<b>U-pick (n=3)</b>		<b>Pre-Pick (n=6)</b>		<b>Pre-Pick (Farmers' Mkt) (n=3)</b>	
	<b>Range (price per pound)</b>	<b>Average (price per pound)</b>	<b>Range (price per pound)</b>	<b>Average (price per pound)</b>	<b>Range (price per pound)</b>	<b>Average (price per pound)</b>
	\$1.5 - \$2.0	\$1.67	\$1.0 - \$2.0	\$1.61	\$1.0 - \$2.5	\$1.72
<b>Comments</b>	Type/colour not typically specified. Some packaging for slight volume discount					
<b>Onions, Green</b>	<b>U-pick (n=4)</b>		<b>Pre-Pick (Farmers' Mkt) (n=3)</b>			
	<b>Range (price per unit)</b>	<b>Average (price per unit)</b>	<b>Range (price per unit)</b>	<b>Average (price per unit)</b>	<b>Range (price per unit)</b>	<b>Average (price per unit)</b>
	\$1.0 - \$3.0	\$1.75	\$2.25 - \$2.5	\$2.38		
<b>Comments</b>	How they were sold as a unit varied. Some individually, most bunched. Assumed up to 10/bunch					
<b>Onions, Sweet Spanish</b>	<b>U-pick</b>		<b>Pre-Pick (n=4)</b>			
	<b>Range (price per pound)</b>	<b>Average (price per pound)</b>	<b>Range (price per pound)</b>	<b>Average (price per pound)</b>	<b>Range (price per pound)</b>	<b>Average (price per pound)</b>
	Too few reported	-	\$1.5 - \$2.5	\$2.04		
<b>Comments</b>	Some packaging for slight volume discount					
<b>Parsnips</b>	<b>U-pick (n=3)</b>		<b>Pre-Pick (n=4)</b>			
	<b>Range (price per pound)</b>	<b>Average (price per pound)</b>	<b>Range (price per pound)</b>	<b>Average (price per pound)</b>	<b>Range (price per pound)</b>	<b>Average (price per pound)</b>
	\$2.0 - \$2.0	\$2.0	\$2.0 - \$3.0	\$2.5		
<b>Comments</b>	-					

Peas	U-pick (n=4)		Pre-Pick (n=4)		
	Range (price per pound)	Range (price per pound)	Range (price per pound)	Range (price per pound)	
	\$1.75 - \$4.0	\$2.38	\$3.5 - 5.0	\$4.0	
Comments	-				
Peas, Snap	U-pick (n=3)		Pre-Pick (n=3)		
	Range (price per pound)	Average (price per pound)	Range (price per pound)	Average (price per pound)	
	\$1.75 - \$2.0	\$1.83	\$3.5 - \$5.0	\$3.67	
Comments	-				
Potatoes, mature	U-pick (n=3)		Pre-Pick (n=9)		Pre-Pick (Farmers' Mkt) (n=3)
	Range (price per pound)	Average (price per pound)	Range (price per pound)	Average (price per pound)	Range (price per pound)
	\$0.80 - \$1.0	\$0.90	\$0.50 - \$2.5	\$1.31	\$0.60 - \$2.5
Comments	Prices vary within season but also depending on volume (lower price for higher volumes)				
Potatoes, Baby/New	U-pick (n=7)		Pre-Pick (n=7)		
	Range (price per pound)	Average (price per pound)	Range (price per pound)	Average (price per pound)	
	\$1.75 - \$2.5	\$2.07	\$2.0 - \$3.5	\$2.61	
Comments	Prices tend to change (drop) slightly as season progresses				
Pumpkins	U-pick (n=7)		Pre-Pick (n=5)		
	Range (price per pound)	Average (price per pound)	Range (price per pound)	Average (price per pound)	
	\$0.5 - \$3.0	\$1.58	\$0.5 - \$2.0	\$1.32	
Comments	Price varies with size. Also sold per unit, with a wide range in prices				
Rutabaga	U-pick		Pre-Pick (n=3)		
	Range (price per pound)	Average (price per pound)	Range (price per pound)	Average (price per pound)	
	Too few reported	-	\$0.5 - \$1.0	\$0.67	
Comments	Some sold by unit, ranging from \$0.50 - \$1.0 each (likely depending on size)				
Spinach	U-pick (n=3)		Pre-Pick (n=3)		
	Range (price per pound)	Average (price per pound)	Range (price per pound)	Average (price per pound)	
	\$1.47 - \$4.0	\$2.82	\$4.0 - \$8.0	\$6.67	
Comments	Sold in a range of package sizes, bunches, etc.				
Squash, Winter (per pound)	U-pick		Pre-Pick (n=4)		
	Range (price per pound)	Average (price per pound)	Range (price per pound)	Average (price per pound)	
	Too few reported	-	\$1.0 - \$2.0	\$1.52	
Comments	Types not specified				
Squash, Winter (per unit)	U-pick (n=3)		Pre-Pick (n=3)		
	Range (price per unit)	Average (price per unit)	Range (price per unit)	Average (price per unit)	
	\$2.0 - \$8.0	\$4.33	\$2.25 - \$3	\$2.58	
Comments	Types not specified				
Swiss Chard	U-pick		Pre-Pick (n=3)		
	Range (price per pound)	Average (price per pound)	Range (price per pound)	Average (price per pound)	
	Too few reported	-	\$3.0 - \$14.0	\$8.0	
Comments	Package volumes varied				

<b>Swiss Chard (bagged)</b>	<b>U-pick (n=3)</b>		<b>Pre-Pick (n=6)</b>	
	<b>Range (price per unit)</b>	<b>Average (price per unit)</b>	<b>Range (price per unit)</b>	<b>Average (price per unit)</b>
	\$1.47 - \$2.0	\$1.66	\$1.5 - \$14.0	\$5.08
<b>Comments</b>	Package volumes varied			
<b>Tomato</b>	<b>U-pick (n=3)</b>		<b>Pre-Pick</b>	
	<b>Range (price per pound)</b>	<b>Average (price per pound)</b>	<b>Range (price per pound)</b>	<b>Average (price per pound)</b>
	\$2.0 - \$4.5	\$3.17	-	-
<b>Comments</b>	-			
<b>Zucchini (per pound)</b>	<b>U-pick</b>		<b>Pre-Pick (n=3)</b>	
	<b>Range (price per pound)</b>	<b>Average (price per pound)</b>	<b>Range (price per pound)</b>	<b>Average (price per pound)</b>
	Too few reported	-	\$1.95 - \$2.5	\$2.32
<b>Comments</b>	-			
<b>Zucchini (per unit)</b>	<b>U-pick (n=3)</b>		<b>Pre-Pick (n=7)</b>	
	<b>Range (price per unit)</b>	<b>Average (price per unit)</b>	<b>Range (price per unit)</b>	<b>Average (price per unit)</b>
	\$0.50 - \$1.0	\$0.67	\$1.0 - \$3.0	\$1.68
<b>Comments</b>	Size of unit varies			

### 2015 Growing Season – Prices Changes / Adjustments

For the 2015 growing season, the majority of producers appeared to be holding prices somewhat for the various crops they grow, with slight increases being typically due to factors such as increased input costs, etc. All price changes were very minor. Similar to previous years, price increases (or lack of increase) were scattered across the province and varied considerably. Some producers shift prices throughout the growing season, as influenced by supply, demand and/or rarity of a particular product, particularly in reference to early harvests.

Producers continue to vary in how they charge for fruit, with many charging per pound, but a fair number charging a flat rate for a fixed container (volume) size, typically small volume containers (e.g. pint). Price per pound was more common in the vegetables; however it depended very much on the type of vegetable. U-pick was less common than pre-pick in the data reported again this year. Pre-picked fruit product sold at the Farmers' markets was typically sold in containers by volume. Sales of small volume containers or packaging resulted in a much higher price per pound (when compared to larger volumes). Per unit pricing of vegetables was likely due to simplicity of marketing and packaging, rather than having to deal with wide ranges of weights.

Most producers charge for pails / containers or provide a discount to customers that bring their own containers. A number of u-pick pricing was dependant on the number of pails picked/purchased and vegetable sale prices were usually dependant on the quantity purchased. Some producers charge for a delivery service if that is something that they provide. On-line orders/sales option is appearing on a number of producer websites, however the details of this were not delved into.

It is evident that great care and attention must be given to input costs, cost of labour, transportation and to what prices the market will bear, related to other producers, retail pricing, etc.