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2025 New York Berry Price Information

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Photo: Cornell Digital Assets. Courtney Weber, professor in Cornell AgriTech's berry breeding program, with Crimson Beauty raspberries.

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Acknowledgements

Cornell's Food Industry Management Program, with funding from the New York State Berry Growers Association, conducted the biennial berry pricing study for New York commercial berry growers. The survey, which will be conducted on odd years, collected 2025 price information so commercial growers can make future pricing decisions. We gratefully acknowledge the help from all the berry growers who participated in the survey. This study was originally developed and conducted by Marvin Pritts, Professor, School of Integrative Plant Science, Horticulture Section, Cornell University.

Main Takeaways

The 2025 berry price survey collected price information so farms with berry enterprises can make future pricing decisions. We gratefully acknowledge the help from the 96 growers who took the time to complete the survey.

The survey responses were down significantly from last year's 132 farms. 2025 berry prices saw increases compared to 2024 for some crops but not others. Strawberry prices increased. Blueberry prices declined noticeably after significant increases a year ago. Conventional raspberry prices increased while organic raspberry prices decreased from 2024. You can use these reported prices along with expected production to help you price your 2026 berries.

Berry Price Survey

This survey effectively gathered a total of 96 responses from 39 counties throughout New York State. Of those, 16 (16.7%) were organic berry operations. For additional comparisons to historical information from past surveys, please see the appendix at the end of this report.

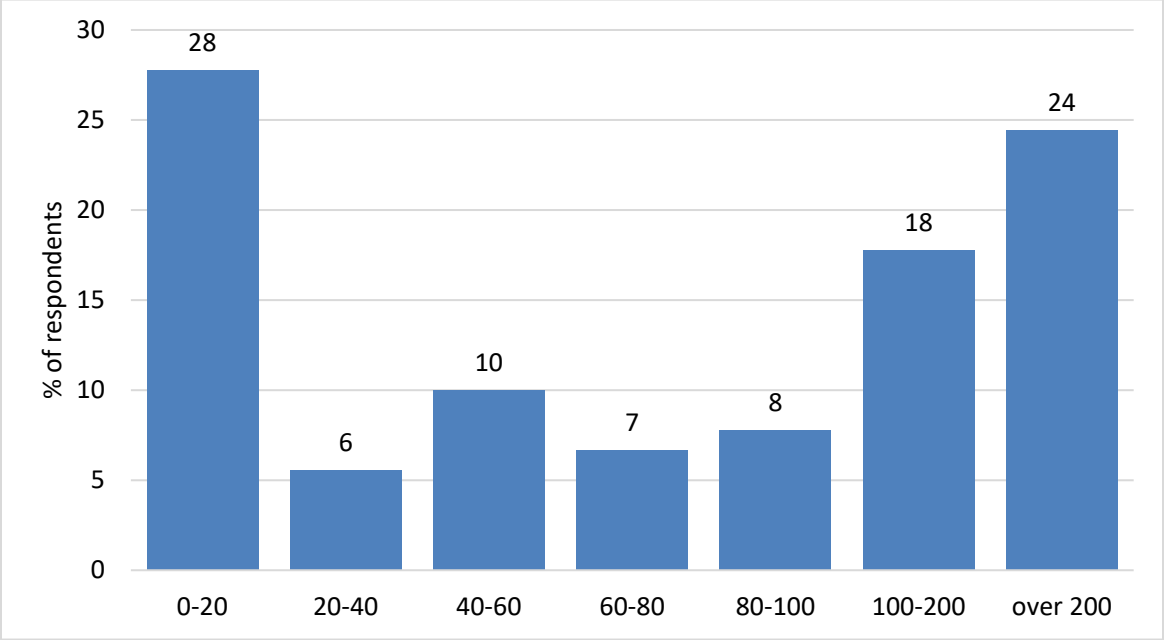
Table 1: Number of Survey Respondents, 2020 through 2025

	2020	2022	2024	2025
Total growers	99	136	132	96
Conventional	78	107	123	80
Organic	22	29	19	16
Counties represented	37	45	44	39

Farm Demographics

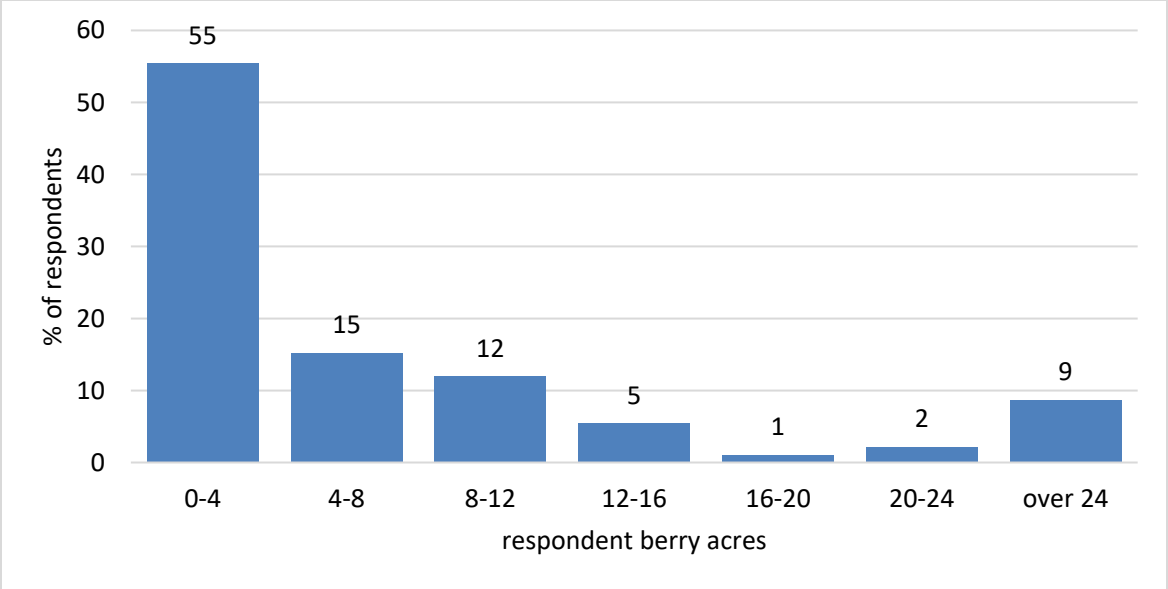
Many of the farms responding to the survey are small (Figure 1). Less than half of the respondents (44%) have a total farm size ranging from 0 to 60 acres.

Figure 1. Farm Acres Operated by Respondents



Just over half of the respondents manage berry operations of 4 acres or less (Figure 2). There are also a significant number of berry enterprises with more than 8 acres. Many of the farms surveyed are likely multi-enterprise specialty crop operations.

Figure 2. Berry Acres Operated by Respondents



The distribution of the various types of berries grown on New York farms has remained remarkably similar to previous years (Table 2). A large majority (79.2%) of farms grow blueberries, and roughly half (48.9%) of the farms grow strawberries, whether the June-bearing varieties or the day-neutral varieties. A few farms grow both June-bearing and day-neutral varieties, therefore, simple addition using the data in Table 2 is not possible. One trend that might be occurring is a decline in the number of farms growing blackberries.

Most farms grow multiple berries, either blueberries and strawberries or blueberries, strawberries, and raspberries. Thirty-one percent of farms raise only blueberries.

Table 2. Percent of Respondents Producing Different Berry Varieties

Berry Type	2020	2022	2024	2025
		% of respondents		
Blueberries	77.8	71.3	79	79.2
Strawberries-June bearing	41.4	48.5	44	43.8
Strawberries-day neutral	10.1	8.1	N/A	10.4
Raspberries-summer	39.4	34.6	38	44.8
Raspberries-fall	15.2	10.3		12.5
Raspberries-black	N/A	N/A	N/A	6.3
Blackberries	16.2	16.2	N/A	9.4
Other berries	13.1	29.4	N/A	17.7

NA (not available) represents data that were not collected, missing data, or data too few to report in a meaningful way.

Farms continue to market their berries through a variety of channels, including U-pick, wholesale, and direct to consumer (Table 3). The use of these channels appears to be very stable.

Table 3. Marketing Channels Used by Respondents

Market Channel	2018	2020	2022	2024	2025
			% of respondents		
U-pick (pick your own)	79.5	80.3	75.6	68	73.9
Wholesale	40.2	40.6	39.4	32	42.7
Retail*	76.1	76.8	75.6	64	73.9

*Retail includes any of the following: farm store, fruit stand, farmers market, or other retail outlets.

Popular Berry Cultivars

This year, we asked berry growers to tell us what cultivars they use in their berry operations and received a surprisingly large list of responses. Growers were asked to select the cultivars they grow from a short list that was provided. In addition, they were asked to write in all the cultivars they grow that were not listed on the survey. Out of the many names that we received, the tables below present the most popular cultivars, from early to late season varieties.

Of those farms that grow strawberries, the most popular cultivar was Jewel (70.2%), a mid-season berry. AC Wendy was the second most popular berry (48.9%) and is an early berry. Not as many strawberry growers appear to produce late season berries, or there were no clear favorites. A total of 27 strawberry cultivars grown by strawberry farms were obtained from the survey.

Table 4. Leading Strawberry Cultivars Grown by Respondents, % of respondents

Early season			Mid season		Late season		
AC Wendy	Earliglow	Galletta	Jewel	Flavorfest	AC Valley Sunset	Malwina	Cabot
48.9%	36.2%	23.4%	70.2%	34.0%	25.5%	23.4%	19.1%

a total of 27 strawberry cultivars were reported by strawberry growers

Blueberry growers favor Bluecrop (78.9%) and Blueray (67.21%), both mid-season cultivars. An extensive list of 43 blueberry types are grown by blueberry growers.

Table 5. Leading Blueberry Cultivars Grown by Respondents, % of respondents

Early season			Mid season			Late season	
Duke	Patriot	Spartan	Bluecrop	Blueray	Bluejay	Elliott	Jersey
23.7%	23.7%	10.5%	78.9%	67.1%	22.4%	31.6%	28.9%

a total of 43 blueberry cultivars were reported by blueberry growers

With the extensive variety of colors and seasonality of raspberry cultivars it is not surprising that growers use an extensive collection of different cultivars. Prelude, an early cultivar, was the most

popular variety of all (48.9%), while Bristol-black was the most popular black variety (27.7% of all raspberry responses). Somewhat surprisingly, Anne-yellow is used by 27.7% of respondents and it is a late, yellow cultivar. Tried and true Killarney is still used by 21.8% of respondents and is 65 years old!

Table 6. Leading Raspberry Cultivars Grown by Respondents, % of respondents

Summer:	Early season		Mid season		Late season	Fall:	
	Bristol-black	Prelude	Killarney	Nova	Encore	Anne-yellow	Heritage
	27.7%	48.9%	21.3%	40.4%	21.3%	27.7%	12.8%

a total of 34 raspberry cultivars were reported by raspberry growers

Prices

Average prices for conventional versus organic field-grown berries are presented in Table 7 below. Strawberry prices increased compared to 2024. Local production in 2025 was down in some places with difficult spring conditions creating lower strawberry supplies. Extreme weather conditions in Florida and California in late winter and early spring this year, have created conditions for lower production in major production regions. New York producers should keep track of wholesale strawberry prices to see if there might be an opportunity to raise prices.

Table 7. Strawberry Prices, per pound

Conventional		U-Pick	Wholesale	Direct to consumer (farmers market, farm stand, etc)
June Bearing	2025	3.98	3.86	5.33
	2024	3.58	3.84	4.66
2025 price range		*2.33 - 7.00*	*2.25 - 5.25*	*4.00 - 8.00*
Organic				
JB and DN	2025	4.42	N/A	10.44
	2024	3.75	4.70	6.30
2025 price range		*3.50 - 5.75*	*N/A*	*4.00 - 21.33*
Conventional				
Day Neutral	2025	N/A	3.88	6.54
	2024	N/A	N/A	N/A
2025 price range		*N/A*	*2.67 - 5.25*	*4.00 - 10.00*

N/A = Not available due to limited number of data points.

Blueberry prices dropped significantly from 2024 after large increases last year. In addition to some over-pricing in 2024, blueberry acreage has been increasing which created larger local supplies. However, consumers are still in love with blueberries which are nutritious and have longer shelf life than strawberries and raspberries.

Table 8. 2025 Blueberry Prices, per pound

Conventional		U-Pick	Wholesale	Direct to consumer (farmers market, farm stand, etc)
Blueberries	2025	3.71	4.05	5.41
	2024	3.81	4.84	6.46
2025 price range		*1.50 - 10.00*	*2.25 - 7.00*	*2.50 - 10.00*
Organic				
Blueberries	2025	4.18	4.80	6.75
	2024	4.13	5.32	7.46
2025 price range		*2.75 - 7.00*	*3.50 - 5.83*	*4.00 - 16.00*

N/A = Not available due to limited number of data points.

Conventional raspberry prices increased from 2024, but organic prices dropped.

Table 9. 2025 Raspberry Prices, per pound

Conventional		U-Pick	Wholesale	Direct to consumer (farmers market, farm stand, etc)
Summer and Fall	2025	6.40	8.39	11.17
	2024	6.24	7.30	10.18
2025 price range		*2.67 - 13.33*	*5.00 - 16.00*	*4.50 - 24.00*
Organic				
Summer and Fall	2025	6.33	N/A	12.38
	2024	7.49	6.60	12.45
2025 price range		*3.50 - 5.75*	*N/A*	*4.00 - 21.33*

N/A = Not available due to limited number of data points.

Other berries (mainly blackberries, but also currants and gooseberries) saw a dramatic decrease in prices over last year.

Table 10. Other Berry Prices, Conventional and Organic Production

Conventional & Organic		U-Pick	Wholesale	Direct to consumer (farmers market or farm stand)
Other berries	2025	8.86	9.04	10.86
	2024	10.80	12.67	15.85
Price range		*3.33 - 14.67*	*3.75 - 13.33*	*6.67 - 14.67*

Other berries includes blackberries, currants, gooseberries, honeyberry (haskap), and Saskatoon (serviceberry or juneberry).

Most Popular Units:

Berries at farm stands, farm stores, and farmers markets are usually sold in quarts or pints or even half pints. We calculated the average price of the most popular container size for each berry which are shown in Table 11

Table 11. Farm Direct Prices for Conventional Berries, most popular container size

Direct farm prices for conventional berries	Price $	Most popular container
June-bearing strawberries	7.87	quart
Blueberries	5.78	pint
Raspberries	5.32	half-pint

Summary:

The total number of growers participating in the 2025 berry pricing survey was smaller than the last survey of 2024. Because of this, some berry categories, such as blackberries and some organic prices, did not contain enough participation to report separately. Berry farm demographics, such as acreage, berry types, and representation across numerous counties in the state were quite similar.

Growers' prices might vary to those portrayed in this study. This study shows averages. Some of the factors that may explain some of the differences include:

- Farm location – farms located in more urban settings or in metro areas will have opportunities to charge more for their products. Higher prices might also be possible in high-traffic, tourist areas. And higher prices might also be needed in areas where the costs of living and farming are greater.
- Berry variety – day-neutral strawberries can sometimes command a price premium as they can be produced off-season when field-grown berries are low or non-existent. Specialty or novel berries may also command a premium if the farm is located in an area where consumers are eager to try new and interesting berries.
- Farm services – services such as containers, baskets, or flats available to customers or even available bathroom facilities might lead a farm to consider paying for the services through slightly higher prices.

The 2025 berry prices experienced variable prices changes from 2024. Strawberry prices increased. Blueberry prices declined noticeably after significant increases a year ago. Conventional raspberry prices increased while organic raspberry prices decreased from 2024. You can use these reported prices along with expected production to help you price your 2026 berries.

Consumer demand for local berries in 2026 might be quite variable. High-income customers will be comfortable paying higher prices with others might be economically strapped and looking for low-cost options. You will need to know who your customers are to make the best pricing decisions. Berries are very important to consumers, but under the current economy, there will be many who will only purchase

the least cost berries.

Consider selling your berries by the pound or having signs that translate your quart and pint containers into price per pound (like the supermarket's unit pricing). Most farms price by the traditional pint or the quart. However, a quart container is about 2 pounds of blueberries and 1.5 pounds of strawberries as well as other berries. While the price of a quart of strawberries from the farm looks higher than a 1-pound clamshell in the supermarket, when you convert this into price per pound, New York berries are very price competitive. But you need to tell your customers.

Keep track of domestic blueberry prices early this season. Our grower friends in the south unfortunately had major losses from freezing this winter. Since blueberries are imported off-season and seasonal sales are from domestic production, you might have an opportunity to increase your blueberry prices this year.

Considering making some viral social media posts about raspberries! Local New York raspberry prices have been extremely variable. Some producers may be interested in an outdoor fall-bearing patch of raspberries, especially for U-pick and value-added use while others have been successful in applying exclusion netting and high tunnel systems to manage spotted wing Drosophila populations. And some increased consumer demand should help many of you increase your raspberry prices.

Some growers have incorporated value-added products to their enterprises. Value-added products can be a way to use berries that are wholesome but are not being picked by u-pickers or whose quality will not last for the next farmers market or direct to consumer market. For a fee, the NY Food Venture Center offers growers consultations on food safety of processed berry products, and they also have a pilot plant for rent that allows people to test different food processing equipment and processes for making value added products.

Appendix - Historical Price Survey Data

Table A1. Distribution of Respondents' Farm Acreage

Total farm size	2018	2020	2022	2024	2025
			% of respondents		
<20 acres	18	20	26	44	28
21 to 40 acres	12	10	8	14	6
41 to 60 acres	12	15	12	11	10
61 to 80 acres	12	6	4	6	7
81 to 100 acres	9.0	13	10	3	8
101 to 200 acres	17.0	16	18	19	18
>201 acres	20.0	20	22	29	24

2018 results recalculated to exclude non-respondents.

Table A2. Distribution of Respondents' Berry Acreage

Berry acres	2018	2020	2022	2024	2025
			% of respondents		
<1 acres	21	21	31	31	24
1 to 3 acres	28	20	23	19	26
4 to 6 acres	20	21	21	8	13
7 to 10 acres	11	9	8	5	15
11 to 20acres	14	15	11	16	11
>20 acres	6	12	6		11

2018 results recalculated to exclude non-respondents.

Table A3. Average Price per Pound, Conventional and Organic, COMBINED

	2018	2020	2022	2024	2025
Blueberries					
U-pick	2.83	2.89	3.44	3.40	3.77
Wholesale	3.44	3.64	4.04	3.62	4.16
Retail	5.41	5.19	5.63	5.66	5.66
Strawberries-All types					
U-pick	2.68	3.20	3.92	N/A	4.02
Wholesale	2.74	3.26	4.00	N/A	4.27
Retail	5.11	4.24	6.02	N/A	5.86
Strawberries-June-bearing					
U-pick	NA	NA	3.91	3.60	4.07
Wholesale	NA	NA	3.84	4.12	4.10
Retail	NA	NA	5.77	4.95	5.85
Strawberries-Day neutral					
U-pick	NA	NA	4.17	N/A	2.66
Wholesale	NA	NA	5.03	N/A	4.98
Retail	NA	NA	7.52	N/A	5.89
Raspberries-summer					
U-pick	4.14	4.87	6.20	N/A	6.28
Wholesale	4.84	5.84	7.95	N/A	7.36
Retail	8.11	8.54	10.06	N/A	11.16
Raspberries-fall					
U-pick	4.54	4.76	5.12	4.21	5.56
Wholesale	5.91	6.60	7.33	4.05	8.67
Retail	8.74	7.89	11.15	8.91	8.49
Blackberries					
U-pick	4.69	5.36	7.27	N/A	N/A
Wholesale	5.72	5.43	6.94	N/A	N/A
Retail	7.94	8.05	10.85	N/A	N/A

NA=Not available. 2022 was the first year June bearing and day neutral prices for market channels was reported. Previously, they were combined under strawberries.

OTHER A.E.M. EXTENSION BULLETINS

EB No	Title	Fee (if applicable)	Author(s)
2026-09	2025 New York Berry Price Information		Park, K.
2026-08	2025 Farm Product Price Reports: Farmers Markets & Grocery Stores in NY		Santilana, S., Rigotta, L., and LeRoux, M.
2026-07	Trends in Local and Regional Food Systems in New York State		Jablonski, B.B.R., and Bauman, A.
2026-06	The Cost of Raising Grass-Fed Beef in th Northeast United States		Waro, M., Gomez, M.I., and Park, K.
2026-05	2024 Farm Product Price Reports Farmers Markets & Grocery Stores in NY		Santillana, S., Naugler, A., Rigotti, L., and LeRoux M.
2026-04	Cost of Establishment and Production of V. Vinifera Grapes in the Finger Lakes Region of New York - 2025		Pinto, A.F., Gomez, M.I., Moss, R., and Walter-Peterson, H.
2026-03	Dairy Farm Home-Grown Grain Production: Characteristics and Trends in Financial Performance		Koval, H.L., and Karszes, J.
2026-02	Factors Influencing Grape Growers' Adoption of Clean Plant Materials		Li, J., Gomez, M.I., and Fuchs, M
2026-01	Six Year Trend Analysis 2024, New York State Dairy Farms		Karszes, J. and Koval, H.L.
2025-10	How-To Financial Feasibility Tool: Agrivoltaics Solar-Shep Cooperative		Santillana, S., Schmit, T., Tommell, N., Li, Y., and Severson, R.M.
2025-09	NY_VT Land Value Trends Report		Zhang, W, Guay, R, Stone, R, Sweeney, S, McDowell, K, Herrington, P, Lagerquist, J, Loomis, C, and Guyer, N
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