

Results from the 2022 Berry Prices Survey

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Cornell's Food Industry Management Program, with funding by the NYS Berry Growers Association, has results from the 2022 berry pricing survey for New York commercial berry growers. The survey collected 2022 price information so commercial growers can make pricing decisions for their upcoming season.

We want to thank all the growers who took the time to complete the survey. One hundred thirty-six farms from 45 counties which spread the length and width of the state responded to the survey. The number of returned surveys was higher than the previous study conducted in 2020, and the results are robust. The distribution of respondents according to type of production practice, conventional versus organic (Table 1) was very similar to the 2020 respondents and can be compared with the previous survey results.

Table 1: Number of Survey Respondents, 2012 through 2022

	2012	2018	2020	2022
	<i>% of respondents</i>			
Total growers	117	117	99	136
Conventional	97	87	78	107
Organic	12	30	22	29
Counties represented	37	45	37	45

Prices for the four leading berry crops, blueberries, strawberries, raspberries, and blackberries, sold through the various market channels are displayed in Table 2.

Prices for all berry types increased from 2020 to 2022, rising dramatically during the year that saw high inflation for almost all goods. Price increases ranged from a 7.5% increase for u-pick fall raspberries to a 42.0% increase for retail strawberries-all. The market appeared to hold despite these large increases in berry prices. As a comparison, the USDA Economic Research Service reports food at home inflation in 2022 was 11.4%. Whether under continued high inflation in 2023 or under a recession, berry growers should monitor food at home prices at local supermarkets as well as their customer sentiment when they price their berries for the 2023 season.

Table 2. Average Price per Pound

	2018	2020	2022	2020-2022 % change
Blueberries				
U-pick	2.83	2.89	3.44	19.0

Wholesale	3.44	3.64	4.04	11.0
Retail	5.41	5.19	5.63	8.5
Strawberries-All types				
U-pick	2.68	3.20	3.92	22.5
Wholesale	2.74	3.26	4.00	22.7
Retail	5.11	4.24	6.02	42.0
Strawberries-June-bearing				
U-pick	NA	NA	3.91	-
Wholesale	NA	NA	3.84	-
Retail	NA	NA	5.77	-
Strawberries-Day neutral				
U-pick	NA	NA	4.17	-
Wholesale	NA	NA	5.03	-
Retail	NA	NA	7.52	-
Raspberries-summer				
U-pick	4.14	4.87	6.20	27.4
Wholesale	4.84	5.84	7.95	36.1
Retail	8.11	8.54	10.06	17.8
Raspberries-fall				
U-pick	4.54	4.76	5.12	7.5
Wholesale	5.91	6.60	7.33	11.1
Retail	8.74	7.89	11.15	41.3
Blackberries				
U-pick	4.69	5.36	7.27	35.6
Wholesale	5.72	5.43	6.94	27.8
Retail	7.94	8.05	10.85	34.8

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

Conventional versus organic prices

We compared prices of conventional berries to organic berries (Table 3) and see strong price premiums for organic depending on the berry type and market channel. The price premiums for diurnal strawberries, wholesale fall raspberries and blackberries were not available due to the limited number of data points for these.

Table 3. 2022 Price per Pound, Conventional Berries versus Organic Berries

Berry	Conventional	Organic	% Price premium
	\$		%
Blueberries			

	U-pick	3.32	4.10	23.5
	Wholesale	3.93	4.43	12.7
	Retail	5.18	6.82	31.7
Strawberries-June bearing				
	U-pick	3.67	5.40	47.1
	Wholesale	3.58	4.93	37.7
	Retail	5.24	7.07	34.9
Strawberries-diurnal				
	U-pick	NA	NA	-
	Wholesale	5.04	NA	-
	Retail	7.86	NA	-
Summer Raspberries				
	U-pick	5.53	7.60	37.4
	Wholesale	6.56	10.00	52.4
	Retail	8.94	12.00	34.2
Fall Raspberries				
	U-pick	5.70	6.50	14.0
	Wholesale	7.58	NA	-
	Retail	9.94	12.00	20.7
Blackberries				
	U-pick	6.83	8.14	19.2
	Wholesale	6.94	NA	-
	Retail	9.47	15.67	65.5

The price premium is the difference between the organic average price and the conventional average price, divided by the conventional price.

Other berries

Information about sales of "other" berries was also collected; however, the number of responses from those growing these specialty berries was not large enough to report prices for each berry type. Prices were averaged across the specialty berry types and market channel prices are shown in Table 10. In general, prices charged in 2022 for berries in the other category which includes black raspberries, currants, gooseberries, and others, are much higher than for blueberries, raspberries, and strawberries. Prices increased between 8.0 and 40.2 percent from 2020 depending on the market channel used.

Table 4. Price per Pound for Other Berry Types

	2018	2020	2022	2020-2022 % change	
		\$		%	
Other berries					
	U-pick	5.49	4.43	6.21	40.2
	Wholesale	-	7.41	8.00	8.0
	Retail	4.50	7.69	9.04	17.6

Summary

The total number of growers participating in the 2022 berry pricing survey was up from 2020. Berry farm demographics, such as acreage, berry types, and representation across numerous counties in the state stayed the same.

The survey results indicate that berry prices in New York State increased significantly across all marketing channels for each berry type since 2020. This is important to note as the entire berry season took place under general high inflation across the economy. The CPI for food in 2022 was 11.4%. The price increase for berries was often much higher than the overall CPI for food but was a change over 2 years, since 2020.

Thank you to all NYS Commercial berry growers who responded to the 2022 pricing survey. We hope this information is valuable to you as you calculate your price for the future seasons. Thank you again!