

Blackberry Marketing Fact Sheet

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



Production

- ❖ The blackberry is the state fruit of Kentucky. Fresh berry and jam producer Windstone Farms, which claims status as the largest standalone blackberry farm east of the Mississippi, is located near Paris.
- ❖ Oregon produces most of the nation's blackberries, historically accounting for 70-75% of production. Most Oregon blackberries end up in the processing market (96% in 2001 and 97% in 2002)
- ❖ Blackberries acreage in Kentucky is estimated at 110 acres for 2005, with yields per acre averaging in the 1500-pound range.

U.S. Blackberry Production Data

	1987	1992	1997	2002*
<i>U.S. Acres Harvested</i>	6,679	6,994	8,303	10,210
<i>Kentucky</i>	105	107	75	86
<i>U.S. Yield Per Acre (lbs)</i>	5,005	5,404	5,858	5,563
<i>Kentucky</i>	1,733	1,206	1,067	1,200
<i>Production (lbs)</i>	33,431,133	37,797,097	44,587,707	56,798,230
<i>Kentucky</i>	164,666	95,278	76,816	103,200

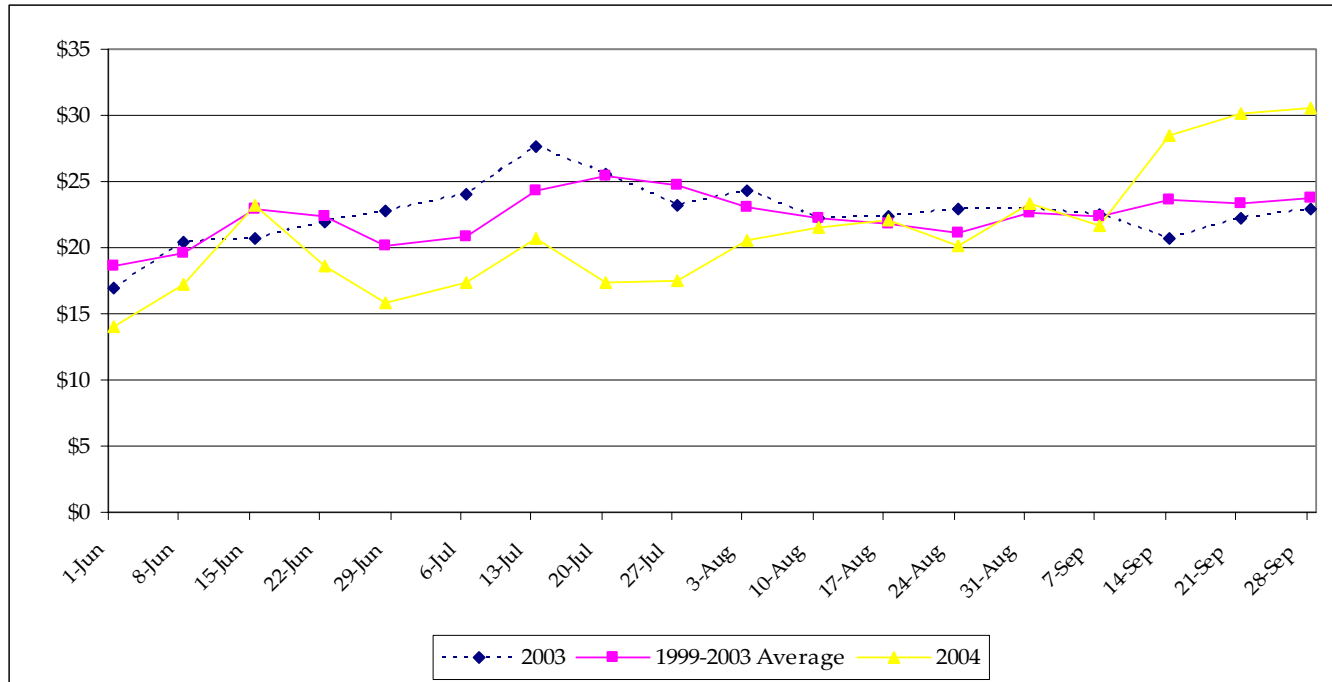
Source: US Census of Agriculture *Yield and production are UK estimates

Visit the University of Kentucky's New Crop Opportunities Center for an introduction to blackberry production in Kentucky:

<http://www.uky.edu/Ag/NewCrops/introsheets/blackintro.pdf>

Weekly Blackberry Average Terminal Market Prices—Atlanta

(\$ per flat of 12 1/2-pt. containers)



Source: USDA/IFAS Market Information System

2001 KY FRESH MARKET BLACKBERRY BREAKEVEN PRICES

<http://www.ca.uky.edu/agc/pubs/id/id149/id149.htm>

THORNY BLACKBERRIES

	-----yield per acre-----						
Quarts Per Acre	3000	3500	4000	4500	5000	5500	6000
\$/qt*	\$1.67	\$1.43	\$1.26	\$1.12	\$ 1.01	\$.91	\$.84

*Breakeven price for all operator labor, land, capital and management costs in third fruiting year of production.

THORNLESS ERECT BLACKBERRIES

	-----yield per acre-----						
Quarts Per Acre	3000	3500	4000	4500	5000	5500	6000
\$/qt*	\$ 1.67	\$ 1.43	\$ 1.25	\$ 1.11	\$ 1.00	\$.93	\$.87

*Breakeven price for all operator labor, land, capital and management costs in third fruiting year of production.

THORNLESS SEMI-ERECT BLACKBERRIES

	-----yield per acre-----						
Quarts Per Acre	3000	3500	4000	4500	5000	5500	6000
\$/qt*	\$ 1.87	\$ 1.60	\$ 1.40	\$ 1.25	\$ 1.12	\$ 1.02	\$.94

*Breakeven price for all operator labor, land, capital and management costs in third fruiting year of production.

Information Sources

U.S. Census of Agriculture

<http://www.nass.usda.gov/census/>

USDA/ERS Fruit and Tree Nuts Situation and Outlook Yearbook

<http://www.ers.usda.gov/Briefing/FruitAndTreeNuts/>

Prepared by Matt Ernst (mernst@uky.edu) and Tim Woods (tawoods@uky.edu), University of Kentucky Department of Agricultural Economics, 400 Charles E. Barnhart Building, Lexington, KY, 40546-0276, Phone 859-257-5762, Fax 859-323-1913.

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