

# Fresh Broccoli Marketing Fact Sheet

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



## U.S. Broccoli Production Data

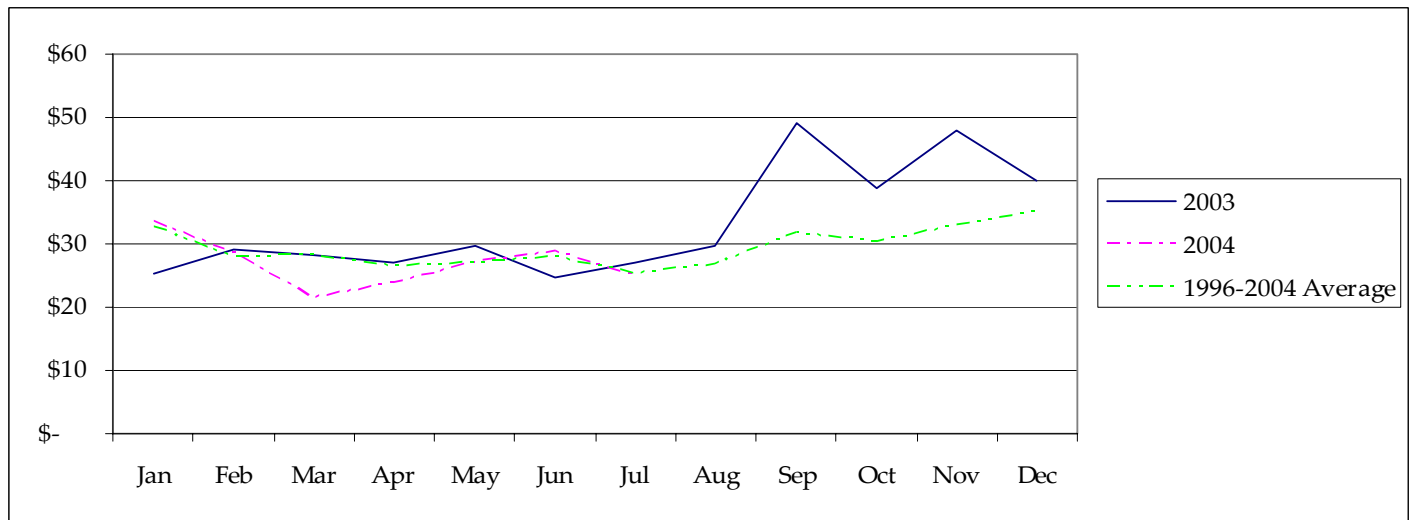
- Fresh market broccoli use in the U.S. was estimated at 5.8 pounds per capita in 2004. The recent high for fresh market broccoli consumption was 6.2 pounds in 1999.
- CA produces most of the broccoli consumed the U.S.
- KY broccoli acreage rose to 280 acres in 2005 due to a successful wholesale market deal.

## U.S. Fresh Market Broccoli Production

	1998	1999	2000	2001	2002	2003	2004*
Acres Harvested	133,500	148,000	144,300	133,100	130,400	136,600	139,000
Yield Per Acre (cwt)	122	132	135	133	135	136	137
Production (1,000 cwt)	16,228	19,491	19,502	17,755	17,595	18,611	19,000
Value per Cwt	\$29.97	24.06	31.17	26.45	31.41	\$ 32.87	\$ 32.74
Total Value (1,000 dollars)	486,332	468,882	607,958	469,694	552,713	611,771	622,000

Source: USDA/ERS. \*UK Estimates for 2004 based on NASS production data and annual trends

## Fresh Broccoli f.o.b. Shipping Point Prices (\$/cwt.)



Source: USDA/ERS Vegetables and Melons Situation and Outlook

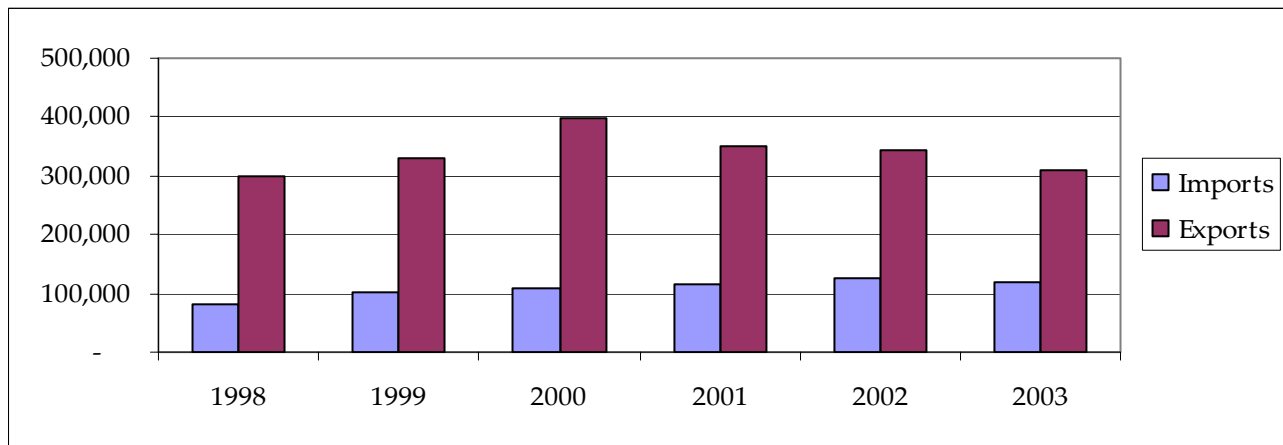
## 2003 Kentucky Fresh Market Broccoli Breakeven Prices

	-----yield per acre-----							
20-23 lb. Boxes	300	350	400	450	500	550	600	650
Breakeven Price*	\$ 12.55	\$ 10.96	\$ 9.76	\$ 8.83	\$ 8.09	\$ 7.48	\$ 6.98	\$ 6.55

\*Price required for \$0 return to land, capital and management costs

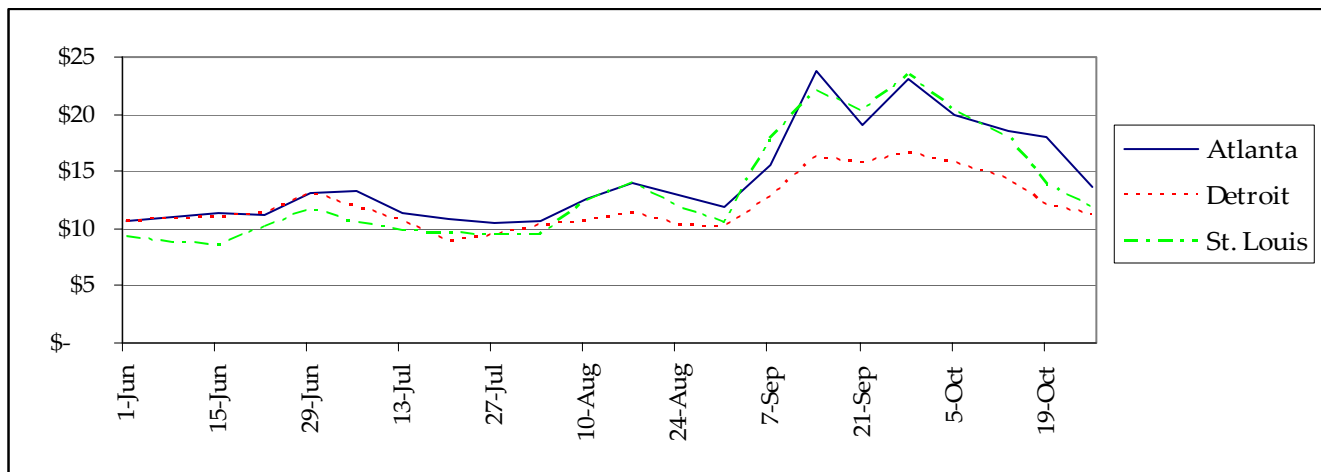
Source: UK Commercial Vegetable Budget Updates

## U.S. FRESH BROCCOLI TRADE (1,000 pounds)



Source: USDA/ERS

## 2005 Weekly Terminal Market Prices (\$ per 14 count carton)



Source: USDA and IFAS Market Information System

### Information Sources

USDA Vegetable and Melons Report  
 UF Marketing Information System  
 UK Horticulture Budgets  
 NASS Vegetable Reports

<http://www.ers.usda.gov/publications/vgs/>

<http://mids.ifas.ufl.edu/>

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

<http://usda.mannlib.cornell.edu/reports/nassr/fruit/pvg-bban/>

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