

Sweet Corn Marketing Fact Sheet

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



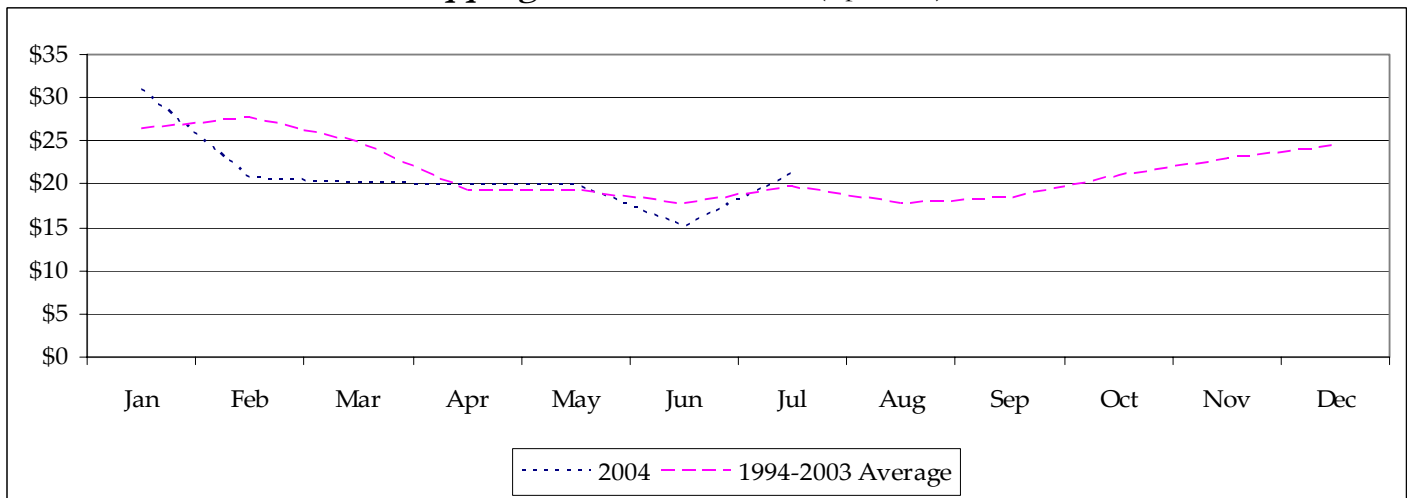
- Soft sweet corn wholesale prices continued in 2004 during Kentucky's season
- Value-added and premium local marketing will be key to maintaining future sweet corn profitability

| | 1999 | 2000 | 2001 | 2002 | 2003 | 2004* |
|-----------------------------|----------|----------|----------|----------|----------|----------|
| Acres Harvested | 236,950 | 239,200 | 244,930 | 245,730 | 247,590 | 248,000 |
| Yield Per Acre (cwt) | 109 | 109 | 109 | 108 | 117 | 117 |
| Total Production (1000 cwt) | 25,762 | 26,027 | 26,815 | 26,480 | 28,982 | 29,000 |
| Average Price | \$ 16.93 | \$ 18.48 | \$ 19.53 | \$ 19.24 | \$ 19.31 | \$ 19.14 |
| Total Value (\$1,000) | 436,094 | 481,016 | 523,567 | 509,421 | 559,734 | 555,000 |

Source: USDA/ERS

*Estimates for 2004 based on ERS/NASS projections

Fresh Sweet Corn f.o.b. Shipping Point Price (\$ per cwt.)



Source: USDA/ERS

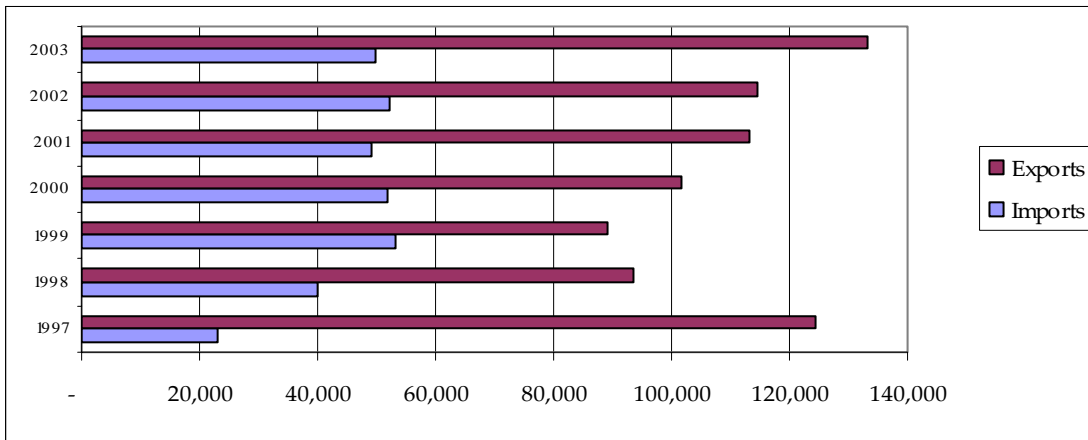
KY Fresh Market Sweet Corn Breakeven Prices

| | -----yield per acre----- | | | | | | | |
|-----------------|--------------------------|---------|---------|---------|---------|---------|---------|---------|
| Crates per Acre | 300 | 310 | 320 | 330 | 340 | 345 | 350 | 355 |
| \$/Crate* | \$ 7.70 | \$ 7.51 | \$ 7.33 | \$ 7.16 | \$ 7.00 | \$ 6.92 | \$ 6.85 | \$ 6.77 |

*Price yielding \$0 return to land, capital, and management

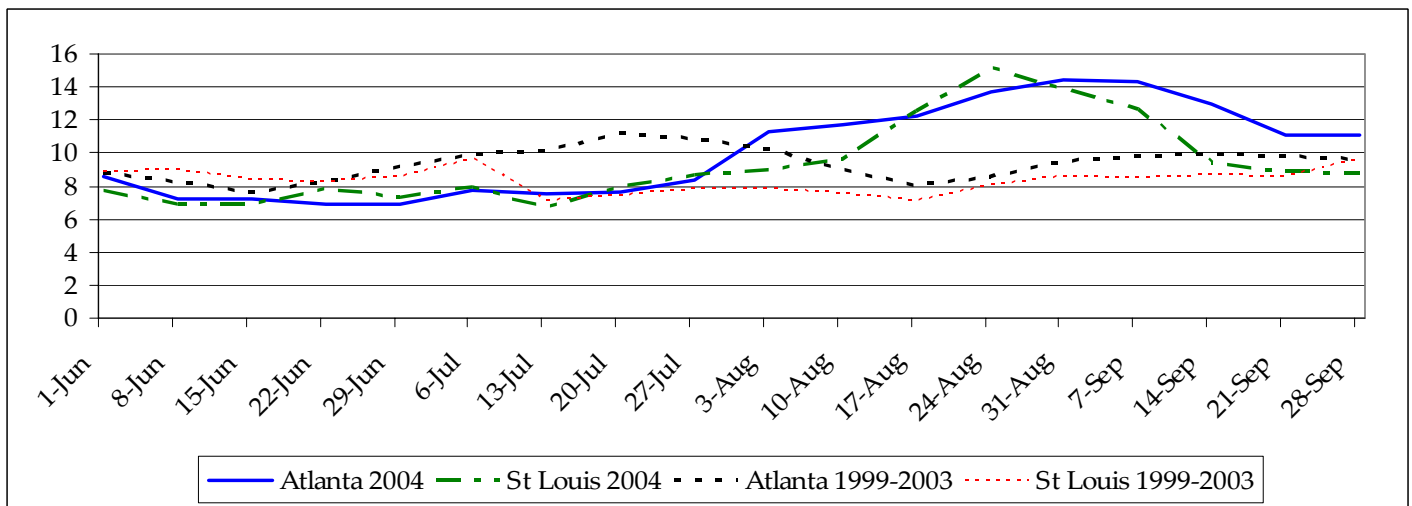
Source: 2004 UK Commercial Vegetable Budget Updates

U.S. FRESH SWEET CORN TRADE (1,000 cwt)



Source: USDA/ERS

WEEKLY TERMINAL MARKET PRICES (Yellow ears, crates of 4 dozen minimum)



Source: USDA and IFAS Market Information System

Information Sources

USDA Vegetable and Melons Report

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

UF Marketing Information System

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

UK Horticulture Budgets

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

NASS Vegetable Reports

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

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.

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

Educational programs of the Kentucky Cooperative Extension Service serve all people regardless of race, color, age, sex, religion, disability, or national origin.